

# Citizens Advice & CTS use Google's data services to help support

Reports from their telephone system were only available as raw spreadsheet data, and had to be manually processed to be understood. CA decided to set up its own data dashboards with a data pipeline engineered by CTS.

## The challenge

"People usually call us with serious concerns, so it's important that we make time to handle them with sensitivity, but it's also important that we can end conversations to let other callers get through." This is a significant factor in leading to Citizen's Advice wanting to improve their current customer service communication; as they strive for continuous improvement.

## The solution

Stuart was comfortable creating dashboards in Data Studio powered by with BigQuery, but reached out to CTS for a solution to deliver zipped .csv files to the back-end database in a secure, automated way. In less than two weeks, by exclusively using Google Cloud managed services, CTS ensured that the pipeline would autoscale to match demand, without adding to maintenance demands.

## The results

The data from these new dashboards has had a big impact. The dashboards help the team predict when there might be call surges, so they are now fully prepared to meet demand. In the first 12 months of using them, the team increased the number of calls it handled by 6,000, meaning thousands more people were able to reach the contact centre.

“On the front-end of the dashboard, a manager can adjust filters and see results almost instantly,” says Stuart. “On the back-end, Google BigQuery does a huge amount of work to make that happen. Other products would lag, but we're able to provide a fast and responsive experience that doesn't frustrate users.”

Stuart Pearson, Chief Digital Officer at Citizens Advice Manchester.

## About Citizens Advice

Established in 1939, Citizens Advice is an organisation that provides free, confidential and independent information and guidance to the general public. Additionally, they also make a lasting impact at a local, regional and national level by improving the policies and practices that may affect people's lives.

Industry: Other

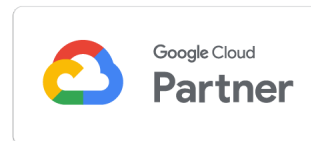
Primary project location: United Kingdom

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