



## CASE STUDY LIBRARY

### @speed Mobile Programme

Encouraging residents to interact with Auckland Council through mobility.

Through the use of mobile apps, the Team at **Auckland Council** encouraged an increase in interaction with the Council by rate payers and improve the customer experience. Over a four month period, the team, made up from a **collaboration** of people from Customer Services, Information Services and Communications, Auckland council produces three mobile apps which covered:

- A mobile version of the Auckland Council website which mobile enables popular content
- A “Book-a-Building-Inspection” app to let trades people quickly and efficiently book a building inspection
- An app version of the popular Auckland news and events print publication “OurAuckland”



**Finalist for the 2014  
ALGIM Best Use of  
Social Media Award**

The project has seen an increase in **Customer Satisfaction** and assisted with a reduction in call volumes to the call centre thanks to the mobile Auckland council website.

With the delivery of the OurAuckland app has delivered **value for money**, as the on-going cost of the app will diminish quickly after the upfront development costs, and maintenance costs much less than the print version. It has also provided a way to reach over 12,000 Auckland households who don't currently receive the publication (eg those in extreme rural areas of the region.)

Over 19,000 calls were received each month to book a building inspection. With the introduction of the inspection app, the booking process was able to be sped up, releasing resources to deal with more complex calls instead of booking appointments.

The Council have, overall, received **outstanding feedback** for each of the apps.

#### ENQUIRIES

If you'd like to know more about the Auckland Council's mobile apps, please contact **Sukhdeep Singh** (Web CMS Specialist, Auckland Council) on [sukhdeep.h.singh@aucklandcouncil.govt.nz](mailto:sukhdeep.h.singh@aucklandcouncil.govt.nz)



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