



Hackney team takes higher volume in its stride

Increased enforcement near many schools in Hackney has led to a hike in penalty charge notice (PCN) challenges for the council team.

Thanks to an automated Barbour Logic system, however, the 16-strong back-office team says the extra work has been absorbed, and there has been a continuous improvement in service standards and efficiencies.

Air quality and road safety around many of the borough's 78 schools have been major causes of concern. This prompted the council to introduce new pedestrian zones and extend its enforcement activities during drop-off and pick-up times.

Effective enforcement of the new restrictions is helping to ensure the approach delivers the outcomes expected by residents, parents and teaching staff. But it has led to a 30 per cent rise in the number of PCNs issued, although the number is declining as the new measures bring behavioural change.

More than 3,500 items of correspondence are received every month by the representations and

appeals team, managed by Samir Hasanagic (pictured above, left, with Barbour Logic's Faisal Basharat). But Barbour Logic's Response Master helps to ensure responses to drivers are clear, consistent and punctual.

Hasanagic said: 'We introduced Response Master four years ago and have never looked back. The system was very easy to install and proved its worth in a matter of weeks, with a noticeable improvement in first-contact resolution.'

'The service automation has enabled us to absorb increased work volumes without any disruption, dip in performance or service quality.'

The system automatically applies council policies, and generates consistently correct letters to drivers. Written in plain English, the letters are clear and easy to understand, minimising risk, improving response times, and increasing driver satisfaction.

Its success has prompted the council to introduce Barbour Logic's self-serve solution, enabling drivers who are thinking about a challenge to get instant advice online, 24/7.