



ISLINGTON

London Borough of Islington

Overview

The London Government Act of 1963 saw the former metropolitan boroughs of Islington and Finsbury merge together to form The London Borough of Islington. Despite being the second smallest borough in London, Islington has the highest population density of all local authorities in England and Wales with 13,875 people per km².

Islington's challenge

With more than 215,000 people living in Islington, the borough's register office needed a system to centralise tasks that would help streamline their services and minimise the number of manual tasks for members of staff.

The successful system needed to be user-friendly and simple to use for both staff and members of the public. Islington wanted to shift customer engagement online to allow appointments for a range of registration services to be made at a time that suited the user, regardless of register office open hours.

Stopford's Solution

Given Islington needed a company that had a proven track record of delivering high quality systems to the registration service. They felt confident in Stopford's previous experience and reputation working with registration clients and consequently Stopford's 'agenda' was chosen as the suitable diary management system.

Working closely with members of staff, Stopford were able to ensure agenda, once implemented, would meet all service requirements – helping to save staff both time and money.

Working together to improve customer engagement

Since implementing Stopford's agenda online booking system in late 2012, 45% of all appointment bookings at Islington register office have been made online. Through using agenda, just over 22,500 appointments have been booked by members of the public both online (64%) and through contact centres (36%) since the system went live.

After five years using agenda, there has been a significant change in the way consumers engage with registrars at the register office. Every year there has been an increase in the amount of bookings made online and through council-run contact centres resulting in less pressure being felt by registrars to handle public enquiries and bookings over the phone and face-to-face.

Last year, Islington register office received 4,113 birth registration appointments with 86% of appointments being booked online. This was followed closely by the number of nationality checking service appointments made in 2016, with 84% of all bookings being made either online (98%) or through contact centres (2%).

Stopford will continue working in partnership with Islington to help provide the registration service with cost-effective, productive, long-term solutions that will be of benefit for both staff and members of the public.

