



Camden

London Borough of Camden

Overview

Camden is a bustling, diverse community that sits in the heart of London boasting a population of more than 225,000 people and some of the capital's most iconic cultural locations such as the British Museum and Camden Market.

Between January & July 2017, the borough's busy registration service, located at the register office in the Town Hall, have conducted more than 440 wedding ceremonies, 14 civil partnership ceremonies and attended 4,793 birth registration appointments.



Camden's Challenge

Camden Register Office needed an online solution that would simplify the booking process for customers, would work for their staff and fit easily around office requirements.

When working with clients, Stopford's goal is to improve the quality and efficiency of the service they provide to the public. We ensure any system implemented makes staff duties easier to manage and more effective.

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The service required a robust diary system with a proven track record for high-end functionality, efficient processes and cost-saving procedures that would help manage bookings made by citizens.

Stopford's Solution

Given the requirements, Stopford were the clear choice as our agenda diary system has been serving registrars throughout the UK for more than 10 years, with a proven track record for quality of software and service.

Offering advanced functionality in a user-friendly format, the system allows members of the public to book birth, death, marriage and other service appointments online or through their contact centres. Booking attendees onto ceremonies and reconciling payments from the GRO are also achievable with agenda.

Camden Register Office have had support by Stopford's experienced software staff who are available to offer advice and guidance regarding a system, as and when needed.

Increasing Customer Engagement

Since implementing Stopford's agenda system, Camden have moved a considerable amount of their registration bookings online.

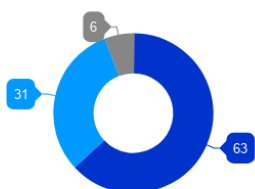
Within the first six months, 94% of Camden's bookings for birth appointments were made online or through contact centres. Of these appointments, 67.5% were booked through the website and 32.5% were taken via contact centres. This represents a significant cost-saving for the service.

More than 75% of bookings for registering a death have also been made online or through council contact centres within the first six months - considerably reducing the amount of pressure on registrars to allocate and book-in appointments.

Six Month Stats

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- Of these appointments, 67.5% were booked through the website and 32.5% were taken via the contact centre.
- More than 75% of bookings for registering a death have also been made online or through council contact centres within the first six months.

Birth Appointment Breakdown



■ Website (63%) ■ Contact Centre (31%) ■ Other (6%)

Chart shows the breakdown of appointments in the London Borough of Camden made from November 2016 to April 2017