



**BARNSLEY**  
Metropolitan Borough Council



# Barnsley's Registrars Booking Service.

## Project overview.

In 2020, Barnsley Metropolitan Borough Council set out to achieve its ambitious digital-first targets & push forward with their Barnsley 2030 strategy. As part of this process, BMBC was tasked with designing & delivering a channel shift program for their registration services. By the end of 2020, the council aimed to digitise 50% of registrar transactions with an easy-to-use, online self-service platform.

## The challenge.

BMBC's registration services see a high volume of transactions and

are made up of multiple resources across six micro-services. Until recently, BMBC took telephone bookings for these services during office hours. Once requested, staff would check a paper-based system for availability. This labour-intensive process was time-consuming, leaving staff unable to answer calls during busy periods. For citizens, this resulted in a drawn-out booking process, a lack of flexibility & sub-optimal communication. With this in mind, BMBC was looking for a centralised, easy-to-use booking system to help them increase operational efficiency, reduce the cost to serve & offer 24/7 self-service capability.

## The solution.

Working with BMBC's registration team, bookinglab delivered a solution that has helped the council improve the citizen experience & efficiently manage a high volume of bookings for multiple registration services, locations, and resources by:

- Simplifying & automating complex scheduling/resourcing with configurable booking rules & validation criteria
- Streamlining admin processes with integrations to payment gateways, CMS & other back-office systems
- Providing booking data to help align resources with demand & reduce wasted capacity
- Offering 24/7 self-service across multiple channels
- Developing automated comms flows & offering a seamless end-to-end user journey that takes less than 60 seconds to complete

**85%**

Since going live, user satisfaction rates have increased to 85%.

**50%**

In only three months, Barnsley MBC increased self-service rates by over 50%.

**Efficiency +**

BMBC has saved time & money through automation, reduced wasted capacity & improved access to services.

## Barnsley MBC.

"We've always found that bookinglab have a very flexible and supportive approach. They have always been keen to work with us to ensure we maximise the benefits of the solution."

- Michelle Cheetham, Project Lead for Barnsley MBC

✉ [info@bookinglab.co.uk](mailto:info@bookinglab.co.uk)

🌐 [www.bookinglab.co.uk](http://www.bookinglab.co.uk)

🐦 [@bookinglab](https://twitter.com/bookinglab)

in [/bookinglab](https://www.linkedin.com/company/bookinglab)

 **bookinglab**