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CASE STUDY

Limerick City & County Council

Modernising Public Service Delivery with Dynamics 365



Limerick City & County Council

Transforming Citizen Services and Internal Operations with D365 Customer Service

Formed following the merger of Limerick City Council and Limerick County Council in 2014, Limerick City and County Council supports almost 210,000 residents with approximately 1,500 staff across a wide range of public services. With over 700 service types delivered by both indoor and outdoor teams, the Council recognised the growing need for a scalable and efficient digital solution to balance increasing demand with the delivery of a streamlined, citizen centric service.

Digitising Public Sector Operations

The amalgamation of both councils in 2014 marked a key milestone in Limerick's digital transformation with the establishment of a dedicated customer services function post-merger, and saw the introduction of a CRM system to manage interactions and case handling. Initially, the organisation implemented the free community edition of SugarCRM, an open-source CRM that had no license costs. This original CRM provided limited out-of-the-box functionality, and as a result the solution was heavily modified over time with modules customised to align with the organisation's specific processes, with such modifications proving both costly and time-consuming.

In parallel, a Drupal-based self-serve user portal, MyLimerick, was created to allow citizens, customers and elected members to log issues or service requests in the form of cases, which would then be logged in the CRM and assigned to the necessary individuals to action. With this being a separate system to the CRM, daily scheduled synchronisation of case data between both systems proved necessary. Such synchronisation was time-consuming, technically challenging, and also raised potential GDPR concerns that the organisation sought to proactively address.

Furthermore, the community edition of SugarCRM was facing end-of-life, which meant there would be no further support or system updates, posing

a potential security risk to the Council. Driven by this need for enhanced functionality, scalability, and a commitment to ensuring the highest levels of data security, Limerick City and County Council partnered with Storm Technology to upgrade its case management system.

With Limerick City and County Council processing over 36,000 cases per year, covering everything from inspections to enforcement actions and permits, the scale of its operations demanded a robust CRM - a modern, cloud-based solution capable of case automation and integrable with the organisation's existing Microsoft tools like Entra ID and Outlook. Following a thorough evaluation in line with established procurement guidelines, Dynamics 365 Customer Service was selected as the preferred solution.

Modernising Case Management

Storm helped Limerick City and County Council migrate its entire case management system from SugarCRM Community Edition to Dynamics 365 over a single weekend with zero disruption to customer service operations. D365 Customer Service allows the Council to log, track, and assign cases and engagements received via phone, email, and the MyLimerick portal, all in one unified solution. All interactions related to a case can be recorded in a case timeline, and teams can generate documents from case records based on predefined templates. Low-code automation solution, Power Automate automatically monitors the customer service inbox and then creates cases based on emails received from citizens, allowing teams to streamline case creation, reduce manual data entry and get cases assigned to the relevant team member as quickly as possible. A significant element of the migration was the design of a tiered security model, which wasn't natively supported by the out-of-the-box solution. Storm's experts helped Limerick customise the solution to support its unique security needs, allowing visibility and access to cases at a team, department, and directorate level.

In addition to the CRM migration, the MyLimerick portal was migrated from its original platform, Drupal, to Power Pages. With Microsoft Dataverse acting as the foundation for both

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Rob O'Driscoll
Digital Services Program Manager
Limerick City & County Council

AT A GLANCE

Client:
Limerick City & County Council

Industry:
Public Sector

of Employees:
1500 +

Business Challenge:

- ▶ Reliance on time-consuming and manual customer service processes.
- ▶ Limited out-of-the-box functionality offered by the existing CRM solution.
- ▶ The need for enhanced system security due to approaching end-of-life for existing CRM.

Services / Solution Overview

- ▶ **Technology:**
D365 Customer Service
Power Platform

Benefits Realised

- ▶ Access to unified customer data now enables teams to resolve cases more efficiently, enhancing customer service.
- ▶ Automation with Power Automate has delivered significant time savings, improving employee experience.
- ▶ Migration to Microsoft cloud infrastructure has strengthened data and system security.

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Power Pages and Dynamics 365 apps to create a unified data environment, the portal migration removed the need for the data synchronisation engine, helping enhance the organisations data security. Using the low-code platform also unlocked a level of flexibility that allowed Limerick to add additional services to the portal, including an online housing grants service which allows members of the public to apply for 3 different types of housing adaption grants.

Enhancing Employee and Customer Experience

The new case management system has significantly enhanced both the employee and customer experience with Limerick City and County Council. With full visibility of interaction history and access to an internal knowledge base, employees are always equipped with the information they need to resolve cases quickly and efficiently, reducing case resolution time and improving customer interactions. Users can also create and share dashboards and views with other team members and customise case views for particular use cases within their day-to-day processes. *“We’ve empowered users to create their own reports and that has significantly reduced the workload of the Digital Services team and allowed them to refocus their attention on more complex tasks”* commented Rob O’Driscoll, Digital Services Program Manager at Limerick City and County Council.

Previously, customer service agents needed to manually send out case acknowledgement emails, a tedious task that proved highly time consuming for the organisation dealing with 36,000 cases a year. Now, case acknowledgement emails are sent automatically with Power Automate, delivering significant time savings and allowing staff to regain valuable time to focus on resolving cases.

Speaking on the new case management system, Rob O’Driscoll stated *“With the system based on Microsoft infrastructure we expect to get regular system updates and new features through the cloud platform, which leaves us with a reduced risk of data privacy issues and cybersecurity concerns. I also believe we are now far better positioned to explore newer technology like the use of chatbots, AI-insights, and integration with Copilot, which we plan to do in the future.”*

Looking to modernise business processes, enhance efficiency and elevate customer experience within your business? [Get in touch](#) with a member of our team today!

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