



Customer Access and Digital Strategy (Delivery Plan) 2016 - 2019

Craven District Council



Mission Statement:

“To enable a digitally exploiting culture promoting an excellent customer experience through consistent service delivery across appropriate and modern access channels”

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Craven District Council

Information Management and Governance (IMG) Strategy Implementation

Introduction

Craven District Council has developed a strategy which sets out the Council's high level-plans for Customer Access and Digital engagement over the coming years to 2019.

This Delivery Plan demonstrates the means of implementing the Strategy's six Strategic Themes and the six related strategic aims:

Strategic Themes

The Strategic Themes are as follows:

- Website Presentation: the customer experience
- Website Presentation: the mobile customer experience
- Digital Engagement: digital and social media
- Digital Engagement: channel shift and service redesign
- Enable a digital culture
- Service Insights: exploiting data / open data / big data

Strategic Aims

The six strategic aims for the Customer Access and Digital Strategy are as follows:

1. To create a secure, easy to use website that our customer's view as their access channel of choice.
2. To create a secure, easy to use mobile website that our customer's view as their access channel of choice.
3. To enhance engagement with citizens and customers.
4. To increase the number of secure digital services available, designed to save both our customers and the organisation time and money.
5. To enhance digital awareness and digital skills of employees and members to drive digital service redesign adopting digital techniques for working practices.
6. To extract service insights from data in order to inform decision making, to publish 'open data' sets to improve transparency.

The remainder of this Delivery Plan explains how we aim to achieve these objectives.

1. To create a secure, easy to use website that our customer's view as their access channel of choice.

No	How we will achieve this	Measures / Actions	Scheduled
1.1	Providing a top ten service panel that is refreshed regularly to promote easy access to the most popular digital services	Establish monitoring of web interactions to determine most popular services. Update Monthly to ensure top ten remains current.	From April 2017
1.2	Enhance navigation to promote a maximum of three clicks to reach a given destination	To be considered in the redesign of the Council's website to improve the customer experience.	From April 2017
1.3	Proactively market digital services to drive digital take up	Ensure that any promotional material for services offered by the council where a digital equivalent exists, that the digital service is given prominence and / or exclusivity in advertising.	As Required
1.4	Ensure accessibility standards are maintained	Establish annual audit check with Shaw trust Accessibility services or equivalent to ensure developed services meet standards.	From 2017 and annually thereafter
1.5	Ensure content is relevant by documenting ownership of web pages and introducing a service manager led review process	Establish core ownership with content editors and ensure regular meetings (quarterly) are held chaired by the Web Officer to ensure consistent content delivery. Six monthly reviews of the web content should be undertaken and reported back to Service Managers with improvement plans.	From October 2016
1.6	Seamless integration with third party systems	Ensure where integration is required and is cost effective, appropriate API's are available to facilitate end to end transactions.	As required

2. To create a secure, easy to use mobile website that our customer’s view as their access channel of choice.

No	How we will achieve this	Measures / Actions	Scheduled
2.1	Mobile enabling the Council’s website to provide an enhanced experience to mobile device users	To be considered in the redesign of the Council’s website to improve the mobile customer experience.	From April 2017
2.2	Deliver a responsive website in order to give the best user experience, on any device	To be considered in the redesign of the Council’s website to improve the mobile customer experience.	From April 2017
2.3	Ensure mobile accessibility standards are maintained	Establish annual audit check with Shaw trust Accessibility services or equivalent to ensure developed services meet standards.	From 2017 and annually thereafter

3. To enhance engagement with citizens and customers.

No	How we will achieve this	Measures / Actions	Scheduled
3.1	Improve links used on social media platforms to enhance navigation	Ensure appropriate policies and controls are implemented to leverage social media as a digital channel for interaction.	From April 2018
3.2	Advertising to target markets in order to enhance digital service take up	Provide a Customer Portal facility with content relevant to the individual in order to tailor the customer experience. Where appropriate and full disclosure and opt out exists, collect key information on specific customer interactions in order to inform of like services (through targeted marketing e.g. Leisure Services).	From April 2018
3.3	Utilise more still and moving images to enhance engagement and increase digital take up	To be considered in the redesign of the Council's website to enhance visual style and improve the overall customer experience.	From April 2017

4. To increase the number of secure digital services available, designed to save both our customers and the organisation time and money.

No	How we will achieve this	Measures / Actions	Scheduled
4.1	Analysing channel data over time to inform development decisions based, for example on volume and impact	Collate channel data using proven methods to highlight high volume transactions and potential quick wins for 'Channel Shift'. Target 70% Digital 20% Telephone and 10% Face to Face as channel objectives.	From April 2017
4.2	Align activity with the Council's Transformation Programmes to capture opportunities for service redesign	Establish systematic and Service Manager lead review of all services to identify 'Channel Shift' opportunities	From January 2017
4.3	Working with service departments to leverage functionality from existing technology and redesigning services taking advantage of digital technologies	Establish account reviews with system owners and suppliers to determine if functionality exists that has not yet been utilised, explore with suppliers opportunities to use existing systems to enhance online services.	From October 2016
4.4	Creating business cases that demonstrate opportunities to generate savings and service efficiencies from digital services take up	Where cost of change exists a business case is to be generated showing costs against the projected benefits, establish a standard method of projecting realisable benefits across the organisation.	From July 2016 then As Required
4.5	Proactively deliver a channel shift programme	Delivered and governed through the Councils CDSI (Craven District Service improvement) portfolio.	From April 2016
4.6	Digital inclusion to ensure no-one is disadvantaged	Ensure equality impact assessments are completed for all new digital services that are established.	As required

5. To enhance digital awareness and digital skills of employees and members to drive digital service redesign adopting digital techniques for working practices.

No	How we will achieve this	Measures / Actions	Scheduled
5.1	Put the customer at the centre of service design	Ensure service reviews as part of the transformation programme are customer focussed and give appropriate consideration to digital delivery.	As Required
5.2	Produce material that promotes 'Thinking Digitally'	Promotional material on 'Thinking Digitally' to be created to support awareness sessions and promoting digital take up for placement in Core Brief and on the Intranet & Internet.	From January 2017
5.3	Awareness raising sessions for both employees and members to enhance digital skills	Web Office lead sessions for employees and Members in order to enhance digital awareness and promote adoption of digital media.	From July 2017
5.4	Providing management data to inform decision making	Establish a process of collating and analysing transactional data to inform Continuous Service Improvement of newly implemented web services.	From April 2018
5.5	Promoting the Customer Access and Digital Strategy vision	Produce 'At a Glance' strategy guide for promotion in Core Brief, Induction Packs and on the Intranet	From June 2016
5.6	Drive and promote digital take up for both customers, employees and members	Promotional material on 'Thinking Digitally' to be created to support awareness sessions and promoting digital take up for placement in Core Brief and on the Intranet & Internet.	From January 2017
5.7	Encourage and support employees to adopt a digital media approach to	Web Office lead sessions for employees and Members in order to enhance digital awareness and promote adoption of digital	From July 2017

	service delivery	media.	
5.8	Introduce improvement plans to enhance digital services content	Establish core ownership with content editors and ensure regular meetings (quarterly) are held chaired by the Web Officer to ensure consistent content delivery. Six monthly reviews of the web content should be undertaken and reported back to Service Managers with improvement plans.	From October 2016

6. To extract service insights from data in order to inform decision making, to publish 'open data' sets to improve transparency.

No	How we will achieve this	Measures / Actions	Scheduled
6.1	Analyse data to inform our approach to customer service provision	Establish a process of collating and analysing transactional data to inform Continuous Service Improvement of newly implemented web services.	From April 2018
6.2	Identify and publish 'open data' sets to enhance current 'open data' provision	Identify opportunities to publish open data sets in order to improve transparency and reduce FOI overhead.	From January 2017
6.3	Identify opportunities to work with partners to 'mash' data sets in order to obtain service insights (i.e. 'big data')	Seek opportunities of mutual benefit to merge datasets in order to enhance services or identify efficiencies.	From April 2017
6.4	Ensure that any activity is complimentary to other requirements including for example the Local Government Transparency Code.	Ensure a process of due diligence is carried out on the introduction of any new service or functionality.	As Required
6.5	Ensure future software procurements allow for relevant data extraction to support 'open data' principles	Establish process of evaluating new systems to ensure all requirements are met including data extraction, e-Gif compliance and availability of API's or Web Services for end to end digital service provision.	From July 2016 then As Required

Document Information

Project Name	Craven Customer Access and Digital Strategy – Delivery Plan
Version	0.1
Status	Draft
Date	22/03/2016

Purpose

The purpose of this document is to define the Customer Access and Digital Engagement Delivery Plan for Craven District Council for the period 2016-2019.

Distribution

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Document History

Version	Date of Production	Version Description	Author
0.1	01/03/2016	Initial Draft	DM
1.0	24/05/2016	Updated Draft	DM

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