

# North Somerset Council

## REPORT TO THE COMMUNITY AND CORPORATE ORGANISATION POLICY & SCRUTINY PANEL

**DATE OF MEETING: 16 JULY 2019**

**SUBJECT OF REPORT: DIGITAL FIRST**

**TOWN OR PARISH: ALL**

**OFFICER/MEMBER PRESENTING:  
SIMONE DAVEY, CUSTOMER SERVICES & DIGITAL MANAGER**

**KEY DECISION: NO**

### RECOMMENDATIONS

That the panel consider and review the information offered regarding improvements to the website and self-service (known as digital) with reference to a digital first approach.

#### 1. SUMMARY OF REPORT

#### 2. POLICY

n/a

#### 3. DETAILS

Responsibility for digital moved from the Transformation team to Support Services in June 2018 following a re-organisation. Simone Davey is now the responsible officer, working alongside Katy Brown from the Marketing and Communications team. The website is jointly “owned” by Simone Davey and Vanessa Andrews, Marketing and Communications Manager.

The new approach is to work in a virtual digital team together with experts from Agilisys who can deliver knowledge and expertise that the council does not possess. Evidence will be gleaned from software attached to the website, such as Google Analytics, Hotjar and other analytics tools, feedback from Govmetrics, together with consultation with the public.

Work started in September 2018 and we have improved a number of areas which will be presented at the meeting. These cover the most popular customer journeys and we have also aimed to fix some issues around the search facility and the menu in MyAccount.

In terms of channel shift, a group currently exists with representation from NSC, Agilisys and Liberata where we look at the contact centres and the town hall gateway to consider where we have opportunities to “channel shift”, i.e. move customers from expensive

channels such as face-to-face and telephony to online. The industry estimate for such channels are said to be £10 for face-to-face, £3 for telephone and £0.40 for online. The aim for this financial year is to reduce face-to-face and telephony by 5%. Last year we achieved approximately 10% reduction whilst maintaining the same hours for contact centres and gateways.

Annual volumes for the contact centres are:

- Council Connect: 94k
- Care Connect: 48k
- Council tax and housing benefits 85k

Visits to the town hall gateway are about £20k per month

#### **4. CONSULTATION**

N/a

#### **5. FINANCIAL IMPLICATIONS**

The cost of the digital work will be within budget for 2019/2020

#### **6. RISK MANAGEMENT**

None

#### **7. EQUALITY IMPLICATIONS**

N/a

#### **8. CORPORATE IMPLICATIONS**

N/a

#### **9. OPTIONS CONSIDERED**

N/a

#### **AUTHOR**

Simone Davey, Customer Services & Digital Manager

#### **APPENDICES**

Appendix 1 - presentation

#### **BACKGROUND PAPERS**

None