

Future Proofing the Council

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Firmstep
easier, better, faster customer service

The logo for Firmstep features the word "Firmstep" in a bold, black, sans-serif font. Above the letters "i", "r", and "m" are three vertical bars of increasing height, colored in a gradient from light blue to dark blue. Below the main text is the tagline "easier, better, faster customer service" in a smaller, black, sans-serif font.



Generation Y

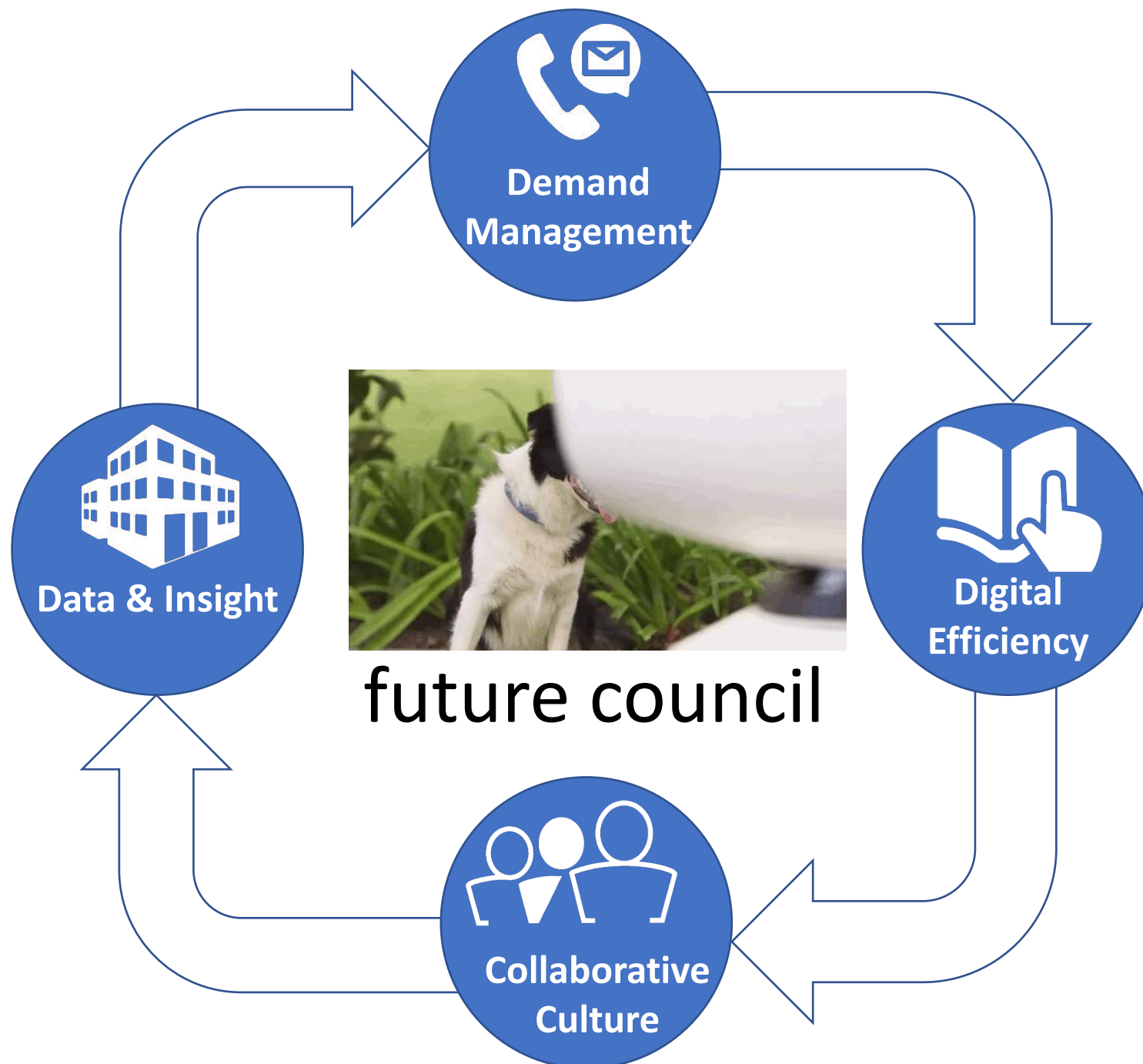


Financial
Austerity



New ways of
working





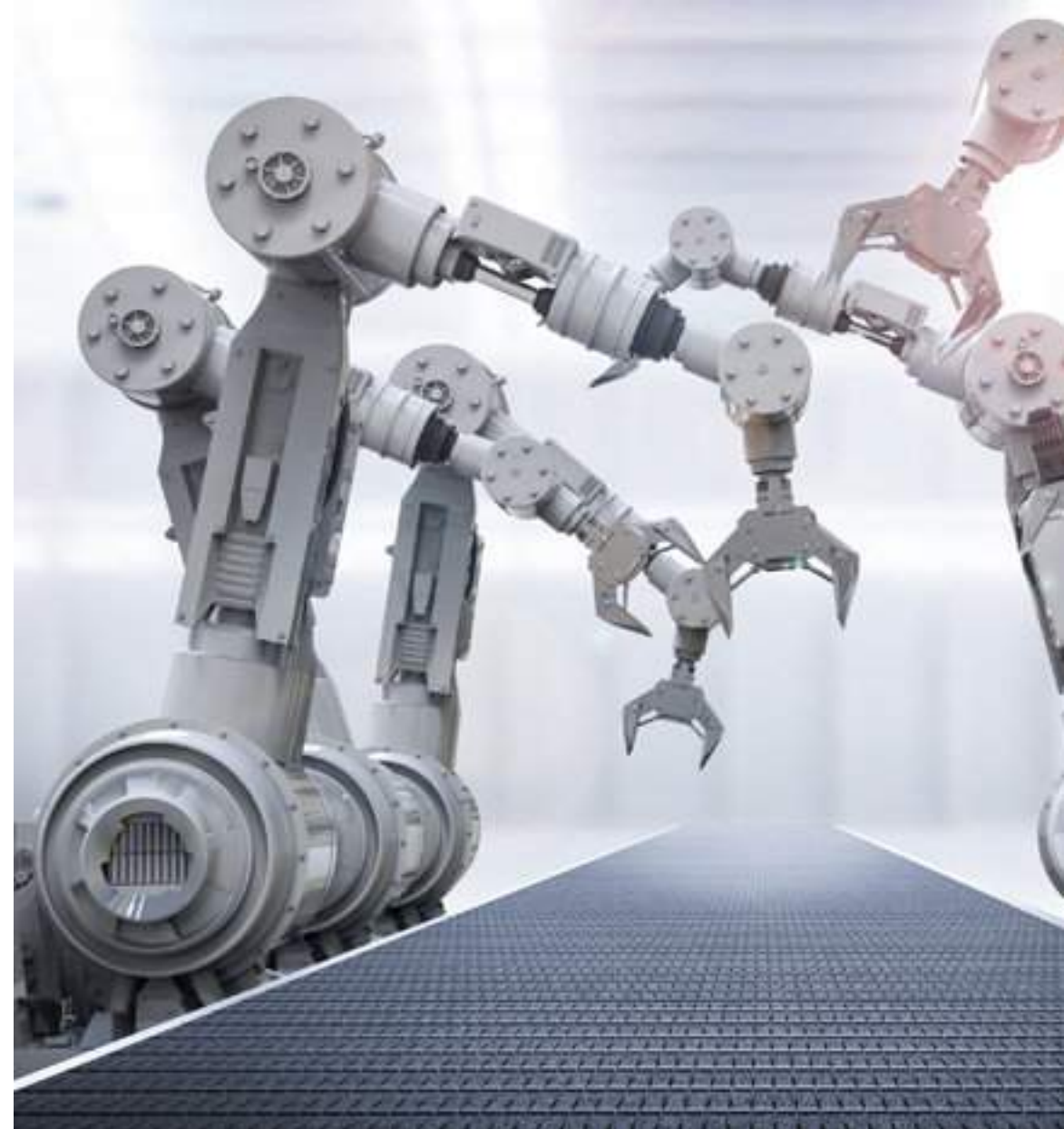


- **Changing behaviours**
- **Channel shift**
- **Staff time – higher value tasks**

- **Compatible with modern lifestyles**
- **All in one place**
- **Simple, streamlined, services**



- **Automation & integration**
- **Savings & Productivity**
- **Budgets deliver more**



- **Cross sector working**
- **Prevention & early intervention**
- **Tackle complex cross cutting issues**





- **Citizen experience drives policy & design**
- **AI**

40%

Potential AI has to increase productivity by 2035

27%

Potential boost to Public Services profitability from AI by 2035

x2

AI has the potential to double growth rates of 12 developed countries by 2035





Web Chat, Bots and AI

Voice Recognition

- Pervasive technology – hardwired into a new business model
- Capacity and capability for continual change and improvement – transformation team
- Smaller, smarter and more responsive
- Broker of collaborative joined up services
- Commercial - income generation / business development
- Performance – focus on outcomes not administration
- Evidence based decision making
- More citizen input into service development

