



ZIPPORAH

Avoiding The Digital Banana Skin

- Scott Burton



Who are Zipporah?

- In business since 2003
- Specialists within the public sector
- Bookings, E-Commerce, Queuing, Scheduling
- We are open, flexible & responsive to your requirements
- We focus on improving processes and access to processes

Who am I?

- Working in Public Sector since 1998
- Started Zipporah in 2003
- Working for Local e-Government Standards Body as a Technical Advisor until 2005
- Started delivery in Australia and New Zealand in 2009



Why is Digital Transformation Important?

Expectation:

- Your citizens are e-enabled
- Access to online is ever increasing
- Access to online is changing
- Internet is not an option now it's the way we transact
- Yes, even your older residents



Developing your vision

- Understand what you want to deliver
 - What do your customers want
 - What services have highest interaction levels (not just numbers)
 - What services require a lot of paperwork
- What are your colleagues/competitors doing?
 - How have they changes the customer experience
 - What benefits have they gained.



Developing your Vision (continued)

- Objective setting
 - Be clear on what you want the end result to look like
 - Front-end (customer and staff)
 - Back-end and Infrastructure
- Understand the life-cycle
 - A full understanding of the infrastructure you are in is vital
 - This isn't just adding technology like a sticking plaster.
 - Develop processes which allow service and IT to deliver transformation
 - Involve and evolve service.



Developing your vision (continued)

- Think big but focus small
- Create a realistic vision – Don't be sold on the fiction
- Realise the problems early on
 - Investment
 - People



Developing your Vision (continued)

- Set your metrics for success
 - Customer satisfaction
 - Improved digital engagement
 - More efficient service
 - Free up staff time and organisation resources
- Deliver a cultural change to take your organisation into the future.



Selecting Suppliers

- Think of your goals
- Delivery Options
 - Single system supplier route
 - Seek specific suppliers for components
 - Single supplier management route
- Will it deliver the full vision?



Selecting Suppliers (continued)

- One solution doesn't fit all
- Seek experts in the delivery you require.
- Ensure open standards
- Seek integration
- Suppliers that play well with others.



Engaging suppliers

- Don't start too early engaging
- When ready, start with soft market testing in various elements
- Move from “tell me” to “show me”
- See the scenarios and deliver
- Seek out the real value.



Managing suppliers

- Create the right working structure
- Agree expectations and goals but ensure some flexibility
- No Surprises
- Lots of small deadlines
- Engage with the departments so they know what's coming
- Ensure people working directly with suppliers are empowered and willing to make decisions
- Use your suppliers experiences – good or bad
- Be clear on your own weakness and difficulties
- Make resources available – internal and third-parties.



Delivering your vision

- Create a vision with no single point of failure
- Spread the Risk
- Seek experts in the field.
- Too many visions fail or compromise based on single supplier approaches
- Saving money is good. Delivering the ultimate value is better.
- Don't make the end of the project the end of delivery. There may be more you can do with what you delivered.
- Consider what makes you different to those around you. Embrace or Discard
- CRM is a tool for many things, but not the answer to everything.





How do we perform in the public sector?

We serve **1 million** staff and citizens

20 million in online transactions per year using our systems

80+ Public Sector clients with Zipporah systems in the UK and abroad

Calls to councils **reduced by over 50%**

Previous peak bookings surpassed by **over 600%**

Single transaction costs commonly reduced **from £20 to £0.39**

“ Working with Zipporah feels like working with a partner more than just a supplier and together we have transformed what we do and that has benefitted everybody. ”

Adele Evans

Senior IT Co-ordinator

City of Greater Dandenong



How do we perform in the public sector?

We serve **1 million** staff and citizens

20 million in online transactions per year using our systems

80+ Public Sector clients with Zipporah systems in the UK and abroad

Calls to councils **reduced by over 50%**

Previous peak bookings surpassed by **over 600%**

Single transaction costs commonly reduced **from £20 to £0.39**

“ Zipporah has a dedicated group of knowledgeable and enthusiastic people as well as a flexible set of solutions and a real grasp of the service ”

Diane Lampard

Registration Manager/SR

Warwickshire Registration District



How do we perform in the public sector?

We serve **1 million** staff and citizens

20 million in online transactions per year using our systems

80+ Public Sector clients with Zipporah systems in the UK and abroad

Calls to councils **reduced by over 50%**

Previous peak bookings surpassed by **over 600%**

Single transaction costs commonly reduced **from £20 to £0.39**

" We wanted to 'open' our Pest Control Service to the residents of Brent and allow them to book a pest control appointment 24/7, 365 days of the year and the Zipporah system has done just that! "

Craig Johnstone

Pest Control & Animal Welfare Manager
Brent Council



How do we perform in the public sector?

We serve **1 million** staff and citizens

20 million in online transactions per year using our systems

80+ Public Sector clients with Zipporah systems in the UK and abroad

Calls to councils **reduced by over 50%**

Previous peak bookings surpassed by **over 600%**

Single transaction costs commonly reduced **from £20 to £0.39**

“ We have been working with Zipporah for a number of years now. During this time I have been most impressed by their efforts to understand our business, and how we work to ensure the solution being implemented fits our objectives. ”

Tony Curliss

Operational Manager for Customer Relations

Vale of Glamorgan