THE DIGITAL PLATFORM COMPANY
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Marketing of Channel Shift / Self-Service

#channelshiftcamp Self-Service

#cscss #gossinteractive
GOSS recently undertook an extensive survey on Channel Shift best practice.

The survey also asked about the importance of marketing Channel Shift

- Internally within your Organisation
- Externally to your customers
What would help you to demonstrate/promote Channel Shift success?

- Internal dashboard showing all service requests (22%)
- Customer facing dashboard showing service volumes by channel (18%)
- A marketing kit to promote Channel Shift internally (15%)
- Customer facing dashboard showing service savings by channel (11%)
- A marketing kit to promote Channel Shift externally (10%)
- Benchmarking against other similar organisations (4%)
- Developing dashboards with other similar organisations (4%)

[www.gossinteractive/channel-shift](http://www.gossinteractive/channel-shift)
Internal Marketing
Internal Marketing – Session Outputs

• Used to support Culture Change

• Promoting the Digital Projects to key stakeholders

• Don’t forget communication to ‘Members’ as a key stakeholder

• Mobile workers are also key influencers as they need access to digital tools to do their jobs. It was said, however, that many mobile workers do exhibit old-school thinking and like to use the old systems and processes. So need to identify some champions of digital.

• Be honest about success and failure of digital projects

• Having a brand for your change programme helps to build support and momentum

• Engaging staff as ‘Digital Buddies’ and ensuring management give commitment to free them up to train other staff

• Some talked about setting up Digital Training Ambassadors within their organisations

• Provide digital skills training – this is a big issue
  • 20% are currently doing this
  • 80% said they are not currently doing but really need to be addressing this issue

• Some stated the best way was to hire in a dedicated team of people to provide digital skills training as they would be able to focus and deliver longer terms without being side-lined with day-to-day work

• Senior management do see the need to market the digital programme, but the knowledge/commitment is degraded down the organisation
Internal Marketing – Session Outputs

• Internal staff systems (e.g. HR, Expenses, Holiday booking etc) are often very poor and so expectations of digital for customers is often initially measured against this poor experience (so staff are obviously fearful that customers might get the same experience)

• Many in the discussion felt that there is a gap in digital skills training and many staff lack confidence in digital solutions.

• Northampton Holmes talked about their program
  • Engagement
  • Brand
  • Internal marketing kits

• One council had achieved 70% online take-up for Revs & Bens

• One council summed up the benefits for staff as
  • Complete applications
  • Easier to process
  • No problems with understanding handwriting
  • The digital process guides customers
  • Better / Faster
  • Less admin

• They also switched off Paper Forms

• But some do sneak in and they are trying to track down where from

www.gossinteractive.com/platform
External Marketing
External Marketing – Session Outputs

• A key learning was to test your eForms with other local service provider organisations before ‘inflicting’ them on customers (e.g. local charities, citizens advice etc)

• 90% felt that external campaigns are needed to promote the digital channels

• Some did say that marketing of channel shift / self-service could create fear in the customers that they will be switched off from essential services

• One council mentioned that they were switched by their bank from in branch service to online banking, they did not have a choice, they just got on with it and in the end, as long as the service was intuitive and had been fully tested, it was probably best not to market the change

• Most felt that they are not doing enough external marketing of these lower cost channels

• However, 90% felt that external campaigns are needed to promote the digital channels and encourage citizens to channel shift to the lower cost channels in order to reduce avoidable contact and to free up staff and resources to focus on more complex cases.

• There were a few who had tried iPad competitions to promote digital channels but felt that this did not really make a difference and that take-up of these competitions had been poor

• 5 of the delegates are already using Social Media as a customer service channel and 90% of delegates felt that Social Media would be the 5th channel within the next 3-5 years

• One public sector organisation talked about how they run a monthly £20 competition for facebook ‘Likes’ in order to increase the number of citizens who engage with them through digital channels
Marketing of Channel Shift / Self-Service – Session Outputs

• One of the delegates talked about their grandson who is 18 months old, can use a tablet, can go onto YouTube, search for favourite videos and can even bookmark them. These are the next generation of council service users and shows a vision of the level of digital skills they will have and services they will expect.

• Over 20 of the delegates of the session signed up to set up a group to share channel shift / marketing kits and best practice

• We will follow up with you all shortly and would like to hear from other public sector organisations who would like to participate or who have any channel shift / self-service examples they would like to share.
SELF-SERVICE PLATFORM

All the tools you need to deliver online customer service
Benefits of Self-Service

For Your Customers
- Improve customer experience
- 24/7/365 access to services
- Faster access to services & support
- Simpler, Intuitive & More Convenient
- Kept informed at all stages
- ‘Amazon-Like’ self service
- Increase customer satisfaction

For Your Organisation
- Reduce Costs
- Improve Services
- Increase Engagement
- Reduce Failure Demand
- Eliminate Waste
- Improve Efficiency
- Increase Revenue & Collection

For Your Staff
- Enable staff to deliver better service
- Resolve at the point of first contact
- Reduce admin & rekeying
- Right information at the right time
- Reduce errors
- Automate acknowledgements
- Free up staff for complex cases

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Our Clients
We are proud to work with every one

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