

Local Gov Digital Camp

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What we have done -



Web Platform

To aid our customers we redesigned our website to provide a platform for self-service.



Mobile App

To compliment our self-service strategy and to enable mobile working, we developed and published the Blaenau Gwent app



CRM

To collect better data and customers insights we deployed our corporate CRM

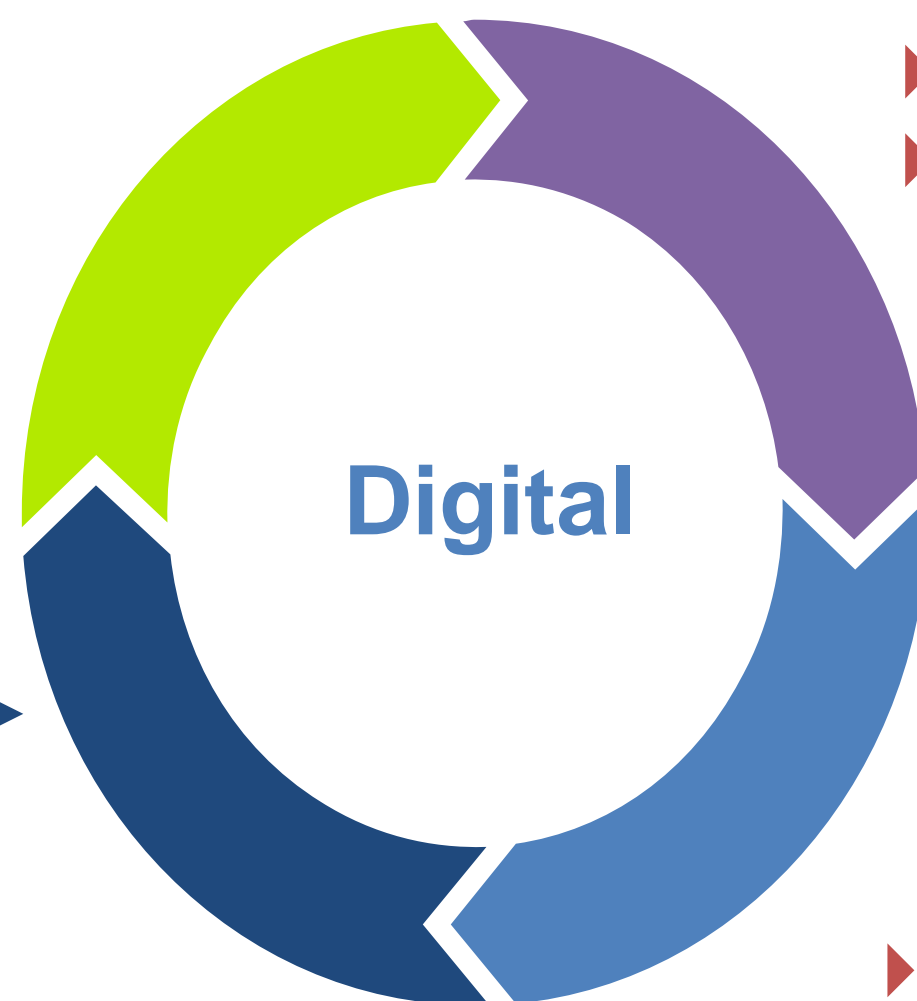
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Our current position -

OPPORTUNITIES

Opportunities

- ▶ IoT and other disruptive technologies.
- ▶ Building relationships with public sector partners in respect of facilitating digital and channel shift.
- ▶ Increasing skills and knowledge around self-service and digital communications.
- ▶ Open data to drive change
- ▶ Use automation to increase the capacity of the workforce.
- ▶ Empower the community to help develop and shape solutions that are of value to them



Challenges

- ▶ Training and development of staff to use different technology in their roles
- ▶ Capacity and capability to deliver high scale developments in a timely manner.
- ▶ Staff willingness to move away from legacy systems and embrace digital.
- ▶ Organisational Culture
- ▶ Financial costs pressures facing local authorities [**also a driver!**].

CHALLENGES

Drivers for Change

- ▶ Efficient use of reducing resources
- ▶ Customer expectations [in-line with that expected within the private sector].
- ▶ Service improvement
- ▶ Improve the relationship with our customers and increase perceptions of public service.
- ▶ Community Engagement, greater democratic involvement leading to better data collection to evaluate and understand the impact of services.

DRIVERS

Aspirations

- ▶ Use digital to enable us to work as 'one Council' and develop a more customer centric operating model.
- ▶ Enable consistency with the level of service customers receive when contacting the Council.
- ▶ Share data to reduce the need for repeated customer interactions.
- ▶ Use data more intelligently to understand our customer needs/wants to provide services that are fit-for-purpose.
- ▶ Improve business capabilities and meet the objectives of our [Corporate Plan 2018-2022](#).

ASPIRATIONS

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