



Background

- Began in 2016 – some online Services integrating with Siebel CRM
- Channel shift project initiated – supported by in-house development of new CRM
- Focus not only on building online forms, but on improving back office efficiency
- Ap Gwynedd released in 2018 – extends our digital presence
- 2016 – 18000 online accounts
- 2019 – 47200 online accounts



Popular online services

- Order Waste and Recycling Equipment– 49.1%
- Garden Waste Collection – 52.6%
- Gwynedd Parking Permit– 45%
- Road / Street Defects – 50%
- Student Travel Pass – 63%
- Paying for School Meals (School Gateway)
- Where I Live



Our solution

