

Localgov **DIGITAL CAMP**

MIDLANDS

Thursday 25th July 2019



Digital Evolution Future Proofing the Council

Hilary Jones
Customer Ambassador

2010/11 to 2017/18

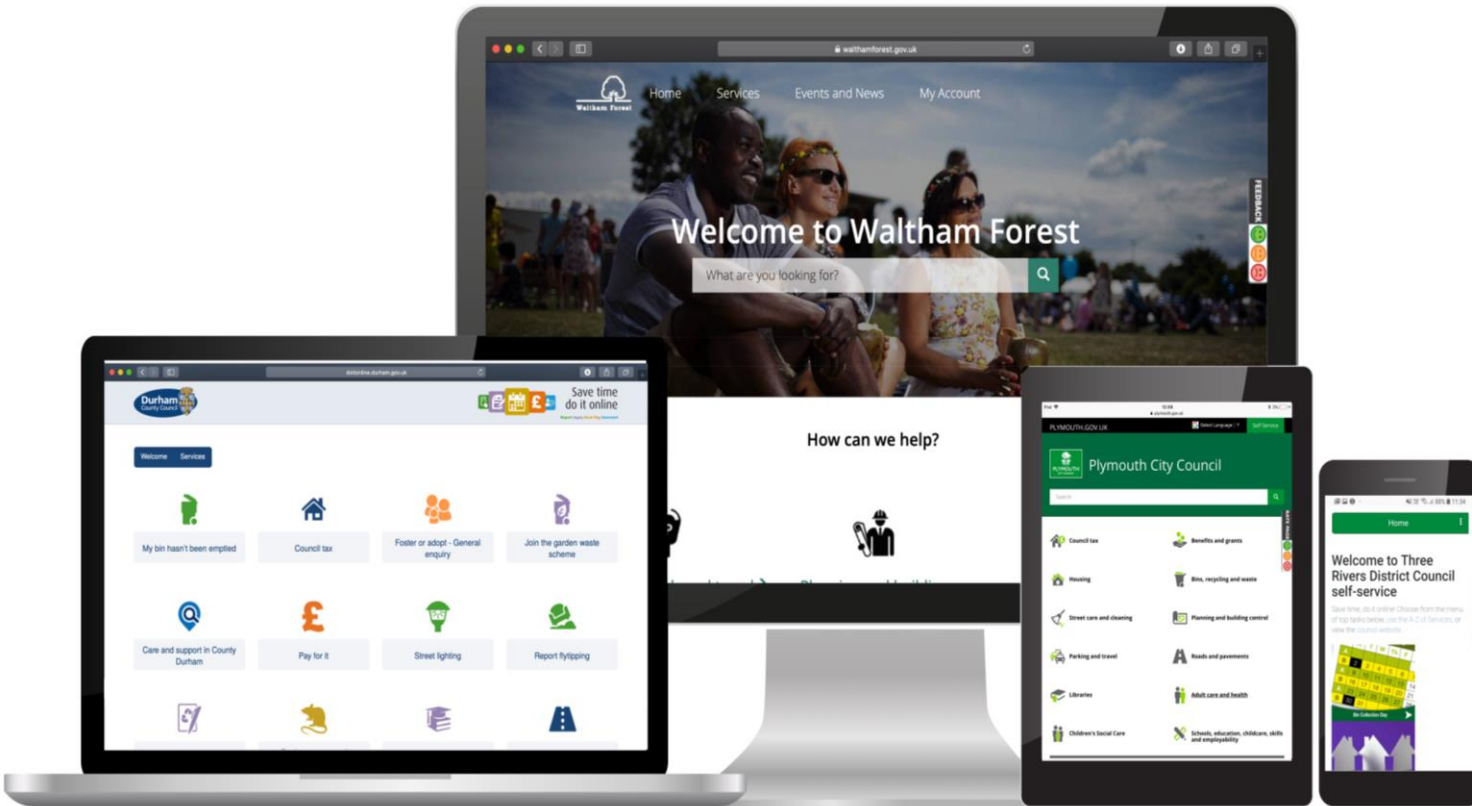
- 49.1% reduction in government funding
- 28.6% reduction in spending power
- 33p of every £1 spent on social care
- 32% decrease spend on non social care
- 3% decrease spend on social care

Rules of customer Engagement have changed

- Rapid adoption of digital channels
- Digital Confidence
- Independent & self serving
- Multi-channel access
- Life on the move
- Higher expectations
- Choice & personalisation

Redesigning the Customer Experience

Customer Centric Services



- Align with modern lifestyles
- Mobile friendly
- Omni Channel
- Speedy, frictionless delivery
- Trust and reassurance
- Engaged and consulted
- Personalisation and choice
- Targeted action
- One place to transact

Future Sustainability – Recognise the Scale of Change

Pressure Points and Hard Choices

- Ageing population
- Fragmented families
- Housing affordability
- Reduced resources

Eight in ten (80%) councils say they are not confident in the sustainability of local government finance; none said they were 'very confident'.

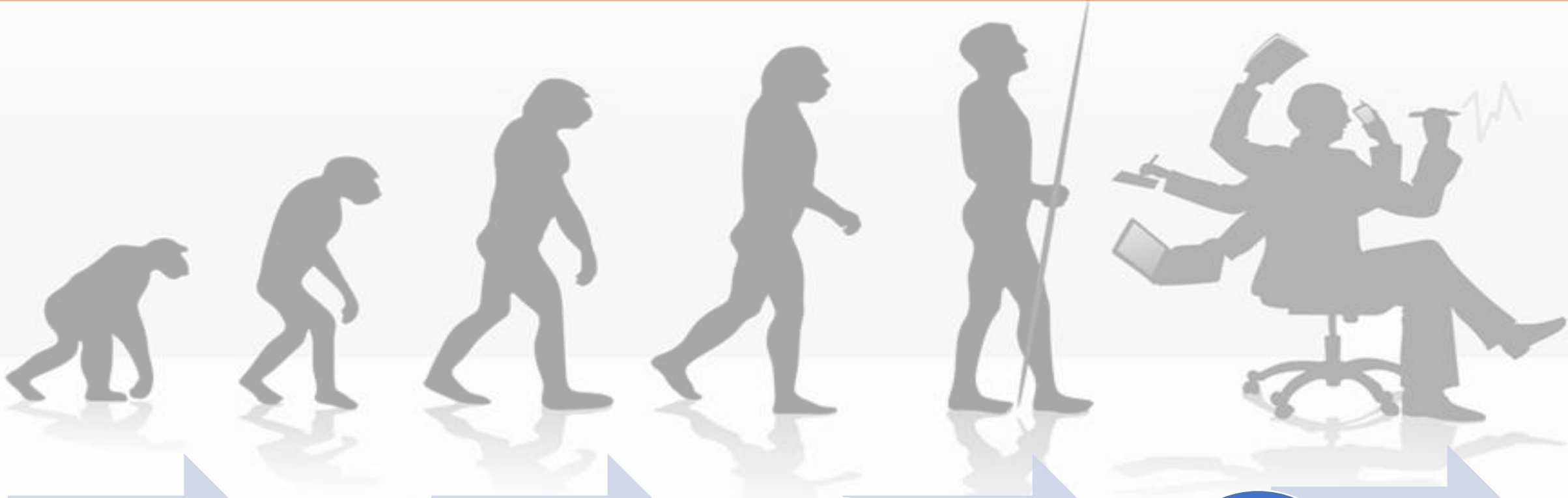
State of Local Government Finance 2019

***Local Government Services face a
£3.1 billion funding gap by 2020
£7.8 billion funding gap by 2025***

LGA Jan 2019

Rapid Digital Evolution

Enablers for transformation



Channel Shift

- Intelligent forms
- Service/Self
- Single Portals

Process Digitisation

- Workflow
- Integration
- Mobile

Communicate and Engage

- Digital communication
- Segmentation
- Personalised

Transformation

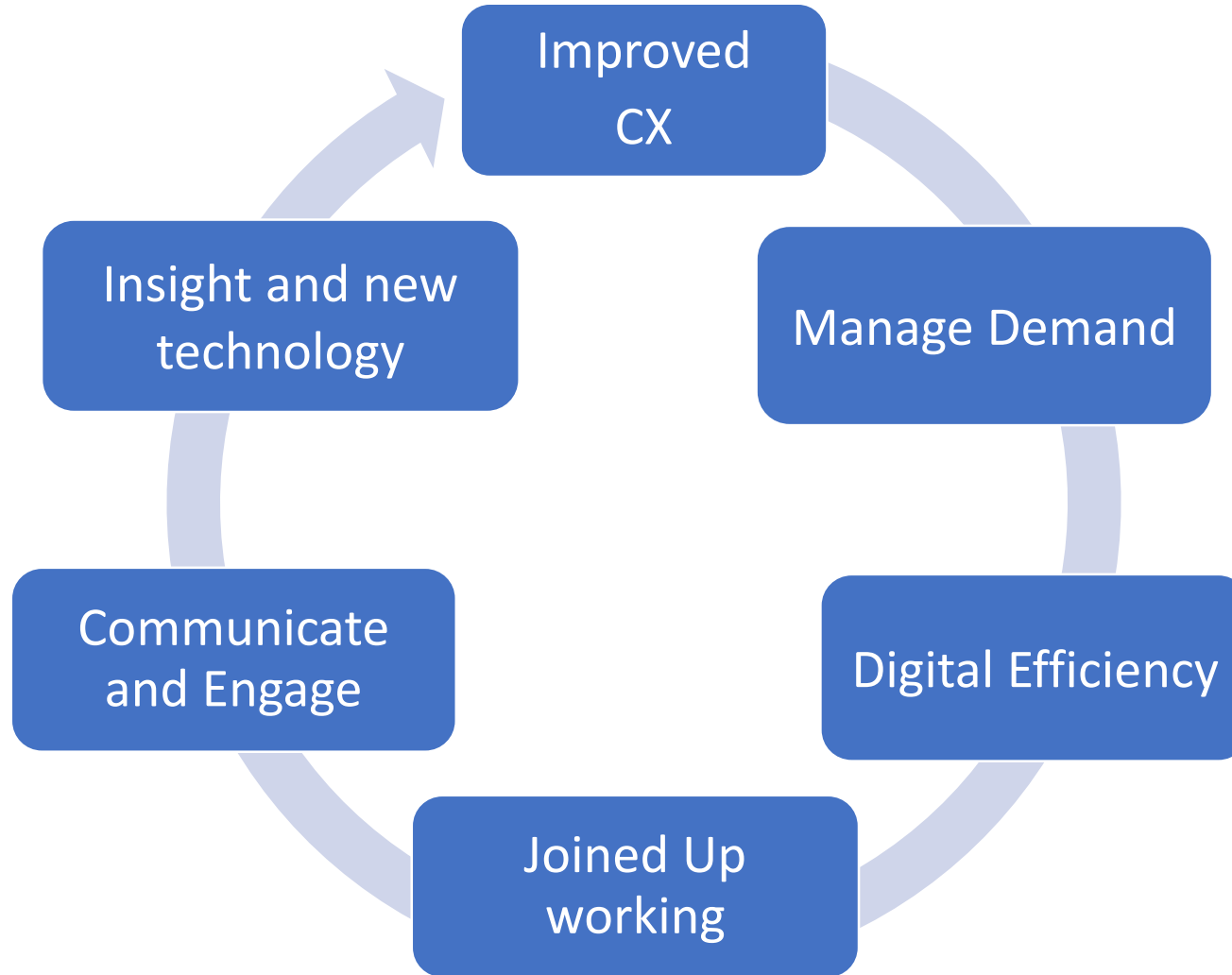
- Unified data
- Insight
- AI / new tech

Digital transformation marks a radical rethinking of how an organization uses technology, people and processes to fundamentally change business performance.

George Westerman, MIT principal research scientist and author of *Leading Digital: Turning Technology Into Business Transformation*.

Rising to the Challenge

Meeting business need



Managing Demand

Self service and self sufficiency

- End to end processes
- All mandatory information upfront
- Self assessment with eligibility criteria
- Intelligent automated decision making
- Effective triage and routing
- Reduced repetitive tasks
- Reduced manual administration
- Reduce reliance on mediated channels

Changing behaviours

Channel shift

Staff resources - higher value tasks

Digital Efficiency

Working smarter – even if smaller

- No unnecessary manual intervention
- Automatic routing to deliverer
- Empower staff – right tools
- Flexible work from anywhere
- Integration to internal and external LOB
- No duplication or rekeying
- Responsive & efficient
- Savings / Increased productivity

Enterprise Workflow

Integrations Manager

Mobile Working

Joined up Working – Shared Digital Workspace

Improving essential services

- Collaborate with local partners
- Secure data sharing across organisational boundaries
- Single online assessment tools
- Shared view of the individual / family
- Reduces frustration for customers
- One place / team approach
- Support mobile working in all organisations
- Speeds up delivery and improves productivity

Tackling Complex Issues

Holistic Care and Support Plans

Early Intervention and Prevention

Communication & Engagement

Behaviour change and improved outcomes

- More than just newsletters and customer surveys
- Multi channel digital communication tools
- Reach and engage people everywhere
- Vulnerable & hard to reach
- Deep understanding of citizens & communities
- Targeted messaging
- Immediate and relevant information
- Increases participation

Converts knowledge into action

Social Value

Community resilience

- Digital delivers huge amounts of data
- Qualitative and quantitative
- Across silo's
- Maximises value of what we have
- Detailed insights and trends
- Predictive analysis & insights
- Tackle root causes
- From reactive to proactive service

Information to Intelligence

Anticipate citizen & business need

Transparency and reputation

Digital Transformation

New ways of working



Empowered frontline

AI and Bots

Voice

Mobile to the Max

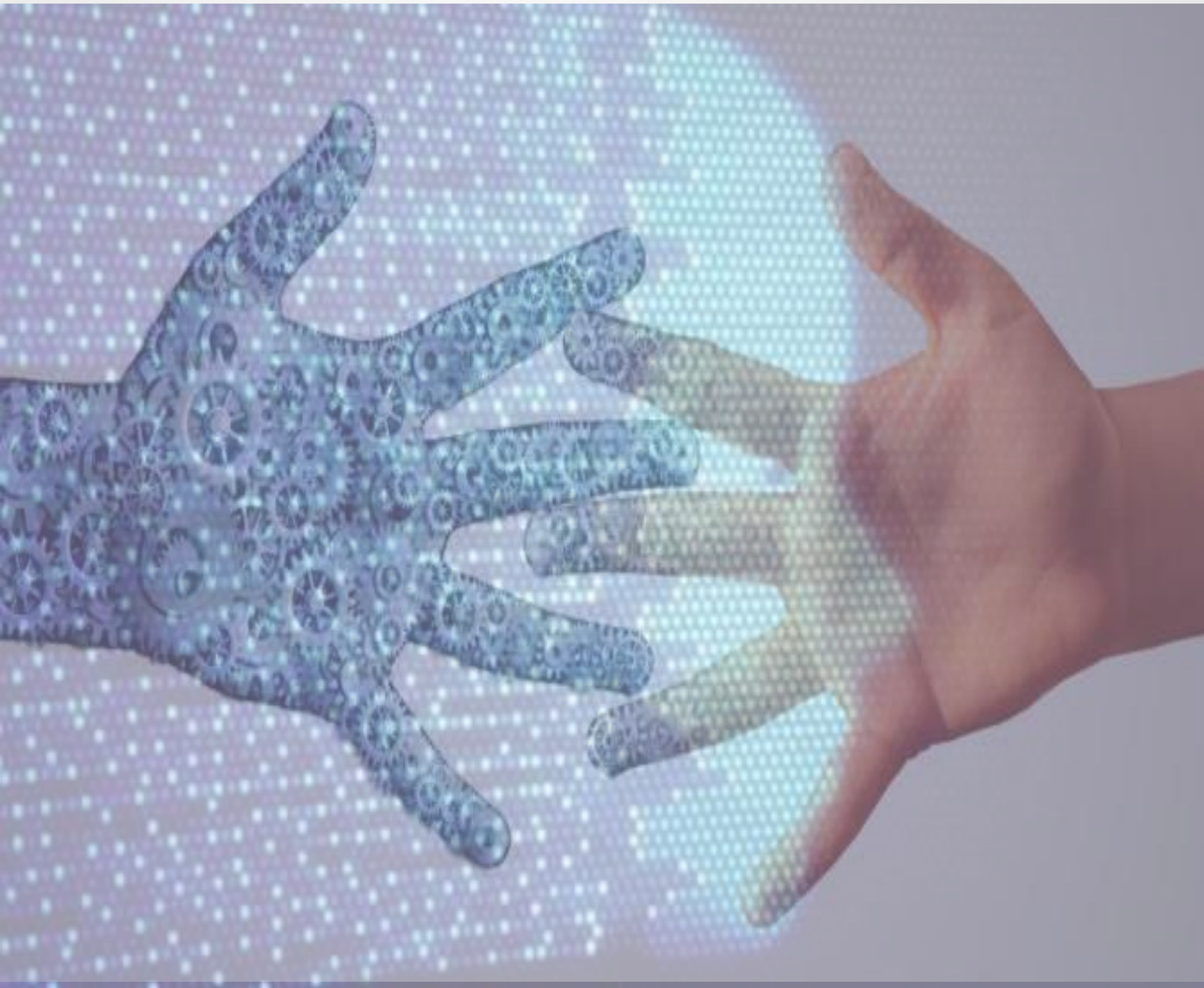
Empowered frontline



- Right tools - smart phones & tablets
- Not task oriented
- Observation and critical data collection
- Capture and share what they see
- Better understanding of the communities
- Cross functional teams
- Remote access to information
- Pre-emptive service

AI & Bots

Intelligently joining up machines and humans



- Manage transactional calls and service requests
- Anticipate and automate response
- Boost productivity
- Ultra efficient services
- Creating time to deliver
- Better outcomes

“As a service delivery staff member, I need to deal with only complex queries so that my time is better spent on people that need the most help”

Voice

The next big interface



The holidays ushered in a smart speaker explosion starring Amazon's Alexa and Google's Assistant

Smart speaker sales grew 78 percent in 2018.

Nearly one in 10 people got a smart speaker Christmas 2018

Smart speaker sales grew 103% last year

The virtual assistant devices became the fastest selling consumer technology last year, dramatically outpacing wearables and VR.

Tech

More UK households own a smart speaker than a pet rabbit, says Argos

The UK is swapping pet rabbits for Alexa

Voice will give a huge boost to customer experience

Essential components for successful digital transformation

- ✓ Deep understanding of citizens
- ✓ Redesigned end to end customer centric service delivery processes
- ✓ New business operating models and ways of working

We have the tools – lets pick up the pace of change



Thank you for Listening