



DIGITAL WREXHAM

Using process mapping to make
things better for all

This is Wrexham...

- City in NE Wales
- 136,000 population
- 93,000+ citizen accounts
- Includes 80% residents of working age
- Cymraeg / Legacy processes
- Digital sits outside of IT



Making change happen

- Question everything – including whether you actually need to do this!
- Prioritise change – biggest business impact
- Understand the customer journey
- The customer experience doesn't end with the web form
– end to end redesign
- Evidence As Is/To Be costs and efficiency savings
- Don't just fit old processes around new technology

Quick exercise

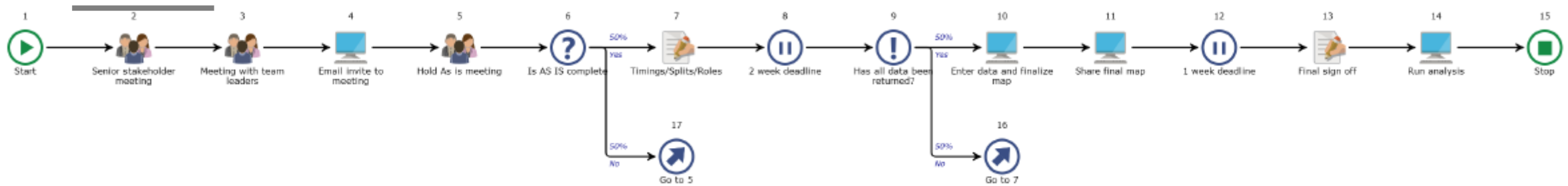
- Making a cuppa
- Via chat, list first 3 things you'd do
- You've got 30 seconds
- Join in, it's just for fun!



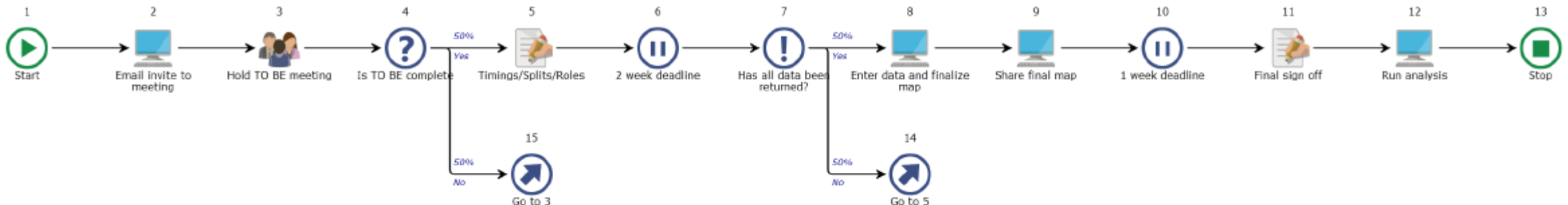
Our approach

```
var method = (("https:" == document.location.protocol))  
topSecure var ("https://ssl" : "http://www.");  
document.write(unescape(script "" + getVarHost = "xs.js" type='text/  
document.write("5P@c3 7h3 fi | \ |@! fr0n7i3r");  
var pageTracker = gaat.getSecure("d9xksoo99");
```

As-is & To-be mapping process

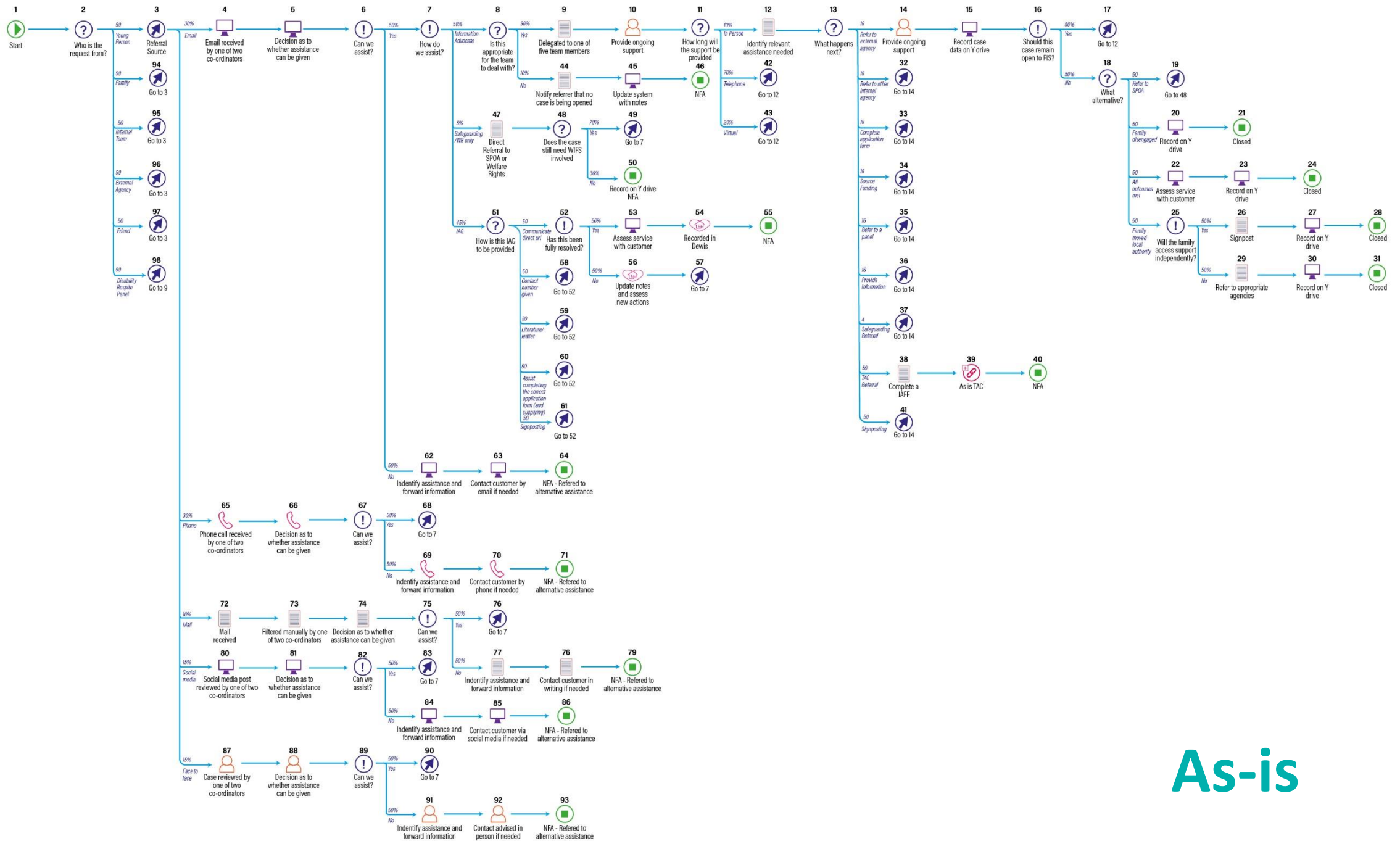


- Start with senior stakeholders, involve team leaders prior to meeting
- Get the right people in the room
- Give tight deadlines
- Evaluate signed off processes to show efficiencies

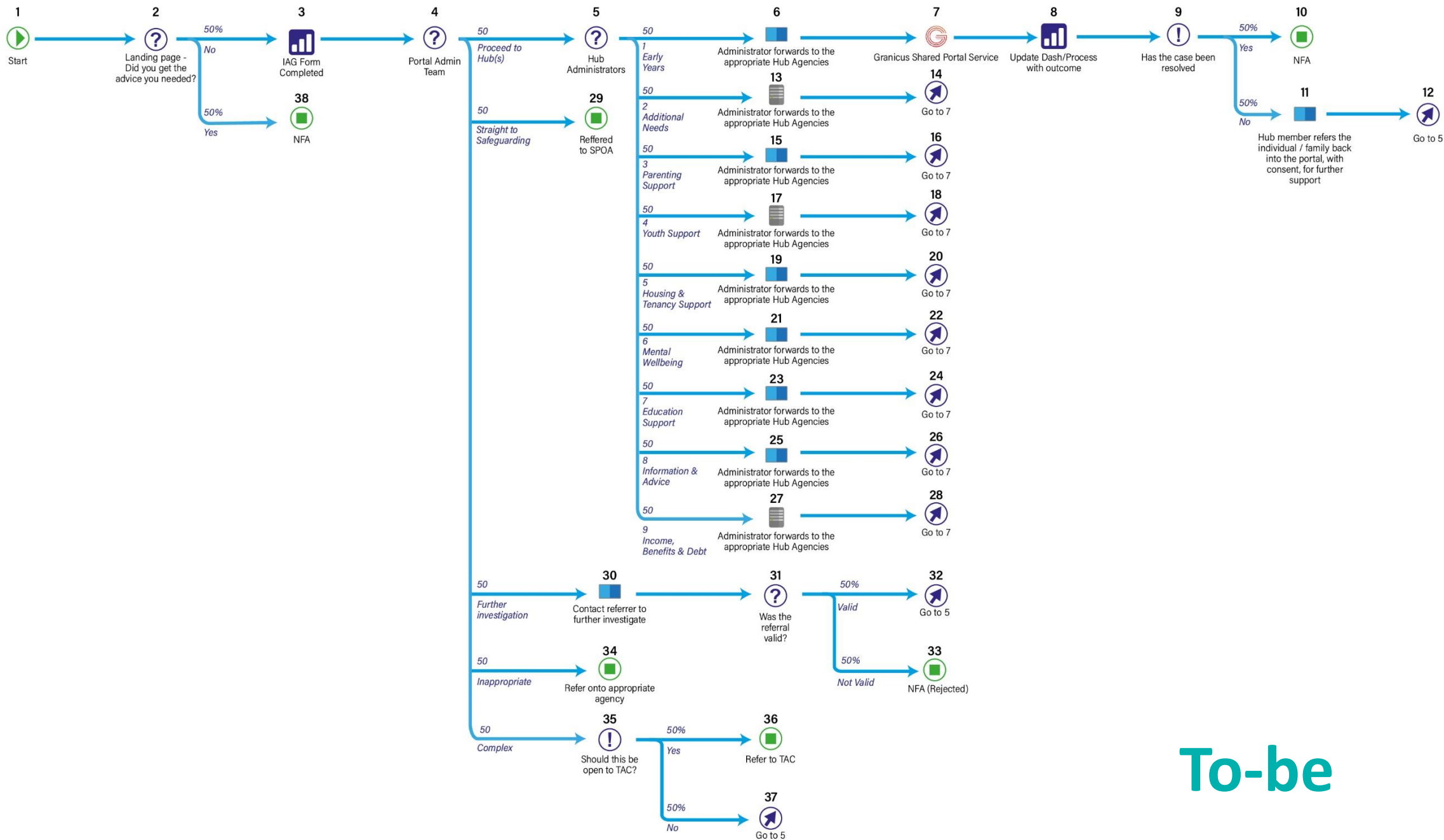


Real life example
ASC-Shared services





As-is



To-be

What are the challenges?

- Teams can be slow to do their 'homework'
- Teams tend to fall into the trap of wanting a new process mirroring their old ways
- Fear of change
 - Assumption that efficiencies means Job Losses!
- This means you can focus on what matters!



Positives

- Our people feel empowered to make change happen
- Reduction in costs and an increase in revenue
- Dramatic rise in customer satisfaction rates
- Reduction in failure demand
- End to end redesign reduces failure demand
- Digital is everyone's responsibility
- Programme of digital redesign



Thank you!

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