



*Case Study:
Sedgemoor District Council*

Process Redesign at the basis of Digital Transformation



About Sedgemoor District Council

Sedgemoor District Council has been, and still is, working a lot on Process Redesign and Digital Transformation. Over the course of five years, the council will review services to increase overall customer accessibility, satisfaction and

efficiency savings within the council and the wider community. During this journey, they will create and maintain new digital processes and standards where and when they are needed.



“Very user friendly, very visually pleasing to work with for people who don’t understand process maps making it easier for them to follow when mapping with a service. It has a lot of tools and visuals to create very elegant and presentable maps and contains a lot of useful features for analytics”.

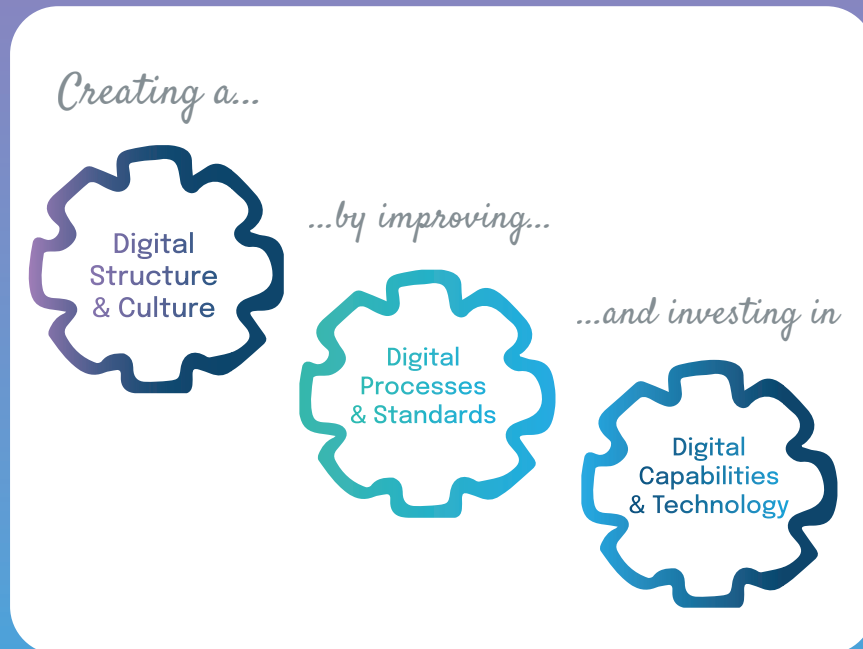
Ryan Perry, Business Process Analyst

Redesigning processes to lead in Digital Transformation

Not leaving anyone behind...

For Sedgemoor District Council, Process Redesign refers to the review and optimisation of all processes to drive positive change. Doing so, it is important not to leave anyone behind, not the employees, and not the customers. In short: avoid digital exclusion, focus on collaboration and utilise the right tool.

The goal of Sedgemoor District Council is to be a council with a strong Digital Structure and Culture. This means that they are as efficient and digitally accessible as possible to all, whilst managing business change in such a way that they become known for great change management within local authorities.



7 Principles of Transformation

To work towards this goal, Sedgemoor defined their so called 7 Principles of Transformation. Seven rules that help the council and it's staff through their redesign and transformation process.

1 Sedgemoor, the Council, and the place, will have a digital culture



To encourage digitalisation as much as possible throughout the entire community

2 A bigger role for Customer Services



Provide a one stop support access point, encouraging our Customers along with us on the journey

3 Casework preparation is handled by Sedgemoor Digital where possible



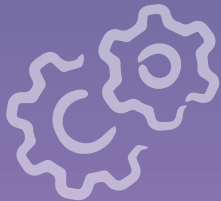
To create a more efficient customer journey for all involved

4 Customers can serve themselves where possible



Enabling self-service and encouraging it for as many services as possible

5 Performance information is automatically and consistently collected



Enabling Managers to have knowledge and confidence in their service and returns

6 Customers provide information once



To streamline the customer experience when speaking to different services

7 Everyone will use the platform to support their work



Any proposed changes must work for everyone, nobody will be left behind

Why Sedgemoor district council chose Engage Process

A key aspect of Sedgemoor's transformation efforts is to invest in and utilise the right tool. The council formulated a couple of criteria which the new process mapping and improvement tool needed to meet and Engage Process was selected based on these needs.



1. User friendly

The tool needs to be user friendly.



2. Concept to build

It needs to be capable of handling workflows from concept through to build.



3. Collaboration suited

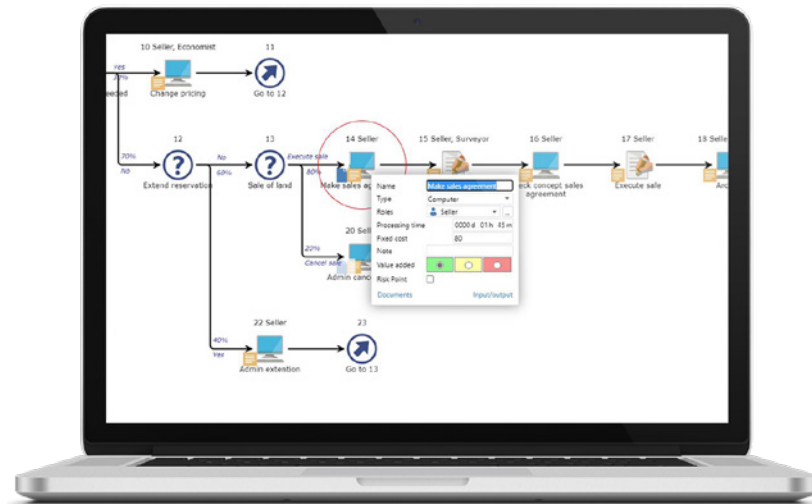
It needs to allow for team collaboration.



4. Improvement

The tool has to be suitable for continuous improvement.

Extra features of Engage Process that increased user acceptance and effectivity



Using colour coding to see if process steps are adding value for the customer or not. Green is value added, yellow is used to describe steps that are necessary for the organisation to do and red steps are not adding value (anymore).



Adding details to the process such as time, costs, roles and documents to get a more complete overview of the process.



Calculating time and cost savings from the AS-IS and TO-BE, to see where redesigning would have the most impact.

Process 1: Freedom of information

The introduction of a new corporate disclosure log and Freedom of Information process, allows customers the opportunity to view historical disclosures authorised by Sedgemoor District Council, as well as allowing customers the opportunity to submit Freedom of Information requests remotely, using the available self-service facility.

The new process and features released, will reduce case volumes, as well as severely reducing handling and wait times across the Freedom of Information process, including the handling and response times of departments associated to received Freedom of Information requests.

The introduction of automated response templates, in the form of corporate email and document releases, also reduces the handling, processing and response times of the Freedom of Information Office, in relation to the manual development and release of Freedom of Information related correspondence.



Introduction: Freedom of Information Disclosure Log



Introduction of video user guide tutorials



Automated corporate response templates



Introduction of self-service customer facility

Process 1: Total Savings



Estimated Annual Cost Savings

Current Processing Costs in £s	£ 28,365
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Projected Processing Costs	£ 18,780
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Total Cost Savings in	£ 9,585
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% Cost savings	33.80 %
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Estimated Time Savings

Current Processing time	1541 hours
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New Processing time	1243 hours
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Total Time Savings	298 hours
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% Time savings	19.34%
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Process 2: Council Tax



Annual Billing -
Internal Production
& Release



Introduction of
Dashboard Reporting



Merger of 40
existing Firmstep
Processes down to
1 overall process



Introduction
of a corporate
persona pool

Introducing improved Firmstep forms and behind the scene processes will mean customers can help themselves online, as well as using existing/traditional contact methods.

The new processes and facilities introduced as part of the Council Tax redesign project, will dramatically reduce the wait time for simple tasks such as change of name or moving addresses to be completed, as well as offering opportunities for increased automation moving forward.

Innovative ways to speed up visiting officers attendance and subsequent processing will save double handling of data, alongside new ways to obtain outstanding funds within recoveries departments.

Process 2: Total Savings



Estimated Annual Cost Savings

Current Processing Costs in £s	£ 230,500
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Projected Processing Costs	£ 70,225
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Total Cost Savings in	£ 160,270
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% Cost savings	69.53 %
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Estimated Time Savings

Current Processing time	18609 hours
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New Processing time	5303 hours
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Total Time Savings	13306 hours
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% Time savings	71.50 %
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What Engage Process users at Sedgemoor say...

“Engage Process provides an efficient and highly effective mapping tool, allowing full conversation and understanding of process maps and associated requirements. Members of design teams find the visual aspects of the platform very supportive and insightful throughout our journeys across corporate redesign projects”.



Gavin, Business Process Analyst

“Engage Process is effective as it allows us to map processes with our stakeholders and while doing so, it gives a great visual aspect making it easier for our stakeholders to read”.



Andri, Apprentice Business Analyst



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About Engage Process

Engage Process empowers staff at all levels of the organization to discuss, evaluate and improve processes together. Putting the employee first makes Engage Process a true “human centric” solution. This means proactively evaluating and reimagining processes in real time and by the people who are actively working with these processes day-to-day. Processes that sit at the core of management programs like cost savings, service (re)design and digital transformation. What they achieve is finding efficiency improvements, like in processes that need to be further digitized, and cost savings while improving service standards.

Over 300 organizations in Europe and North America use Engage Process on a daily basis, like Brunel, City of Brugge, Firmenich, City of Edinburgh Council, Sedgemoor District Council and Leeds Federated Housing Association, just to name a few.

Special thanks to: We are Lean and Agile

Sedgemoor District Council started using our product thanks to our partner Andrew Sandford of We are Lean and Agile. We have written this case study to reflect on the collaboration and achievements to date.