

Data Driven Decision Making for the terrified

Data Driven Decision Making (DDDM) sounds complicated, but it doesn't have to be. It's just the term used to describe the practice of using insights derived from verified data to make informed and validated decisions, rather than relying on assumption or intuition.

There are lots of different ways of describing the on the DDDM process, but the basic steps are as follows:



- **Define the question** – this is really important! Take the time to properly understand and define the question you are asking or the problem you are trying to solve.
- **Identify data sources** – what data will you need to answer the question? Do you already have it, or will you need to collect it? You'll then need to get it ready for analysis by making sure it is of appropriate quality and in a format that you can use.
- **Analyse data for insights** – now you can combine your subject matter knowledge with your natural data analysis skills to draw conclusions from the data and decide what needs to be done!
- **Take action** - put your insights to work in order to solve the original problem.
- **Measure results** - this step often gets missed, but don't forget it! Make sure you go back and check if you have achieved the result you were expecting. Don't be surprised if this throws up new questions for you to answer – DDDM is often a cycle.

What we did in the workshop

In the workshop, we mapped the steps that Wokingham Borough Council had taken to fix a problem on to the DDDM process (see next slide).

We then used a template (see final slide) to identify situations where we have used DDDM to successfully answer questions and solve problems in our own organisations - perhaps without even realising it.

We then thought about other questions or problems that we could apply DDDM to, and what kind of data sources we would need.

Finally, we talked about the concept of data maturity, and shared the [Gartner data maturity model](#).

Using this template

Feel free to use the template to map your own experiencing of problem solving onto the DDDM process. Hopefully it will boost your confidence in taking a DDDM approach to answer new questions.

You can also think about your organisation's data maturity, and what the next steps are for you moving forward.

DDDM in practice: How Wokingham Bourgh Council fixed their digital council tax offering ([more information here](#))



WOKINGHAM
BOROUGH COUNCIL

Define the question	Identify data sources	Analyse data for insights	Take action	Measure results
Why has customer satisfaction with the online council tax service suddenly dropped?	GovMetric CX Demand data from telephony system Conversations with front-line staff	Call volumes have also increased Customers are reporting problems with logging in (directly via GovMetric feedback and indirectly via front-line staff) Coincides with a recent update to the portal software	Login problem with portal software identified and fixed	Customer satisfaction returns to normal levels Call volumes return to normal levels Front-line staff confirm customers are no longer reporting problems

Name

Organisation

Email



Something we've done	Define the question	Identify data sources	Analyse data for insights	Take action	Measure results

Some things we'd like to do	Define the question	Identify data sources	Data Maturity
			☐ Basic
			☐ Opportunistic
			☐ Systematic
			☐ Differentiating
			☐ Transformational