



GOVERNMENT 4.0

GOVERNMENT 4.0 SCOTLAND
Automation, Innovation &
Transformation



GOVERNMENT 4.0

**NOT BOB'S BOTS....BUT A'BODY'S
AUTOMATIONS!
(AND LOW CODE...)**

Bob Miller
Customer Engagement Manager
Argyll and Bute Council



Our New Customer Service Strategy + Digital

Digital is a key principle of the new Customer Service Strategy and a golden thread running through it...

Automation is fundamental to making digital work effectively.

	PRIORITY	PROVIDES	KEY AREAS OF FOCUS
 BE FAIR AND INCLUSIVE	To provide a welcoming, helpful and inclusive service that treats customers as fairly and respectfully as we wish our employees to be treated.	The requirement to meet all equality obligations when providing for the diversity and location of customers.	Digital inclusion and support Web accessibility Inclusive choice of how to contact your council Support the hard to reach Educating our people Islands awareness 
 COLLABORATE WITH YOU	Working together to make a difference.	The opportunity to build services with and not for customers, so they meet needs and give support.	Person specific services Customer consultation Customer engagement Feedback mechanisms Benchmarking Service design Partnership working
 BE RESPONSIVE AND OPEN	To provide information and services based on needs, preferences and transparency.	A culture of openness and accountability where we provide proactive and discreet information appropriately.	Deliver appropriate services to communities, groups and individuals Proactive and timely information and services Responsive service standards 24/7 on demand information and services Person to person customer contact 
  PROVIDE DIGITAL CONVENIENCE	To provide convenient and usable digital solutions that enhance customer care efficiency.	The drive to update digital engagement platforms for positive user experiences, while reducing costs and our carbon footprint.	Providing a range of digital engagement channels Use of automation to join up service delivery and give 24/7 citizen support Using national digital solutions when appropriate Resilient systems and effective emergency plans
 PROTECT YOUR PRIVACY AND DATA	Ensure we comply with relevant data and privacy regulations and standards.	The opportunity to build citizen confidence in using digital services by building trust in our secure and ethical handling of data.	Building data protection compliance into system and service design Robust data management to safeguard confidentiality and personal information Employee data protection and cybersecurity training Cybersecurity resilience Supplier conformance 
 DELIVER HIGH STANDARDS	To achieve high standards; e.g. in service quality and timeliness, that maximises customer satisfaction and minimises rework.	For co-operative working with customers and businesses so each play their part in delivering excellent outcomes and high levels of satisfaction.	Employee customer care and system training Take action to remove errors and maximise rework Effective performance data, insights, checks and analysis Empowering employees Predictive/proactive delivery Fixing things that go wrong

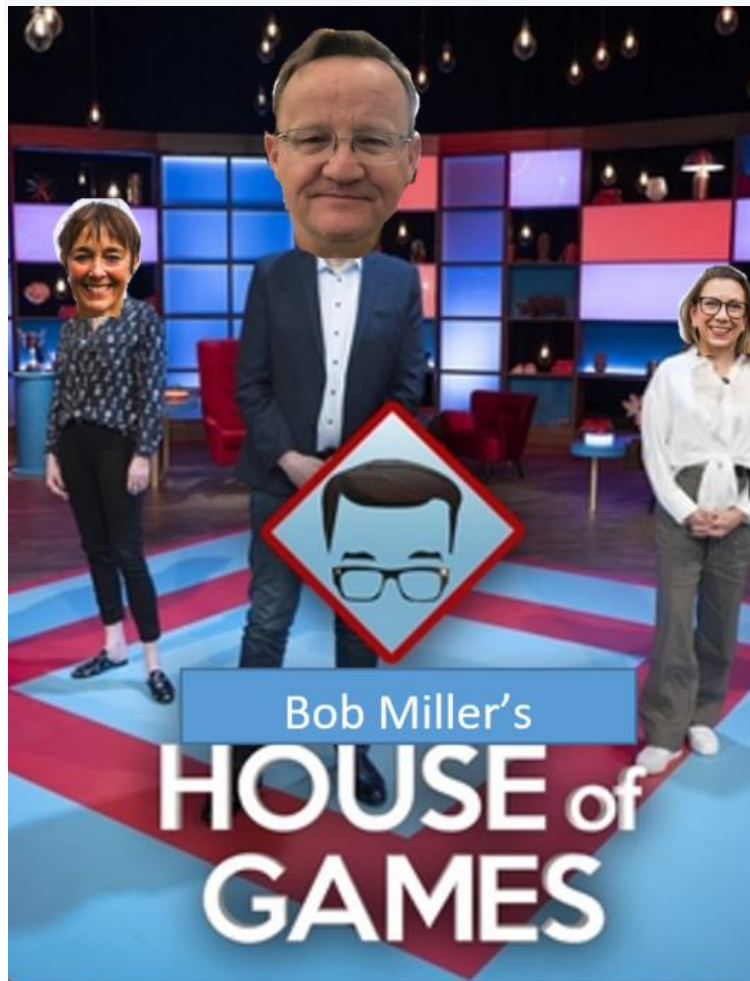
New Customer Service Charter + Digital

Our new Charter tells customers what they can expect from us...but also what we need them to do to help us meet their needs better – including digitally.

1.	We will provide a responsive service to requests and enquiries, seeking to minimise bureaucracy and telling customers our timescales based on the complexity of the service being provided. We need our customers to provide information and evidences requested.
2.	Mutual respect and fair treatment will be the basis of council and customer engagement. Council employees will be polite, helpful, honest and professional when supporting customers and we ask that customers treat them in the same way. We are one community.
3.	We commit to giving customers a wide and inclusive range of ways to contact and engage with us for their convenience and preference, including person to person and with 24/7 digital assistance. <u>We ask our customers to use self-service where possible.</u> ★
4.	We will deliver information and services in an open and transparent way, from providing clear and accessible information about what we can deliver and any fees, to proactively telling customers when there may be issues or changes. We ask customers to inform themselves wherever possible using these continually updated information resources.
5.	Safeguarding customers' privacy and keeping their personal data secure is a key priority for us and fundamental to building mutual trust. We will support customers when they wish to use their information and data protection rights.
6.	We will continually strive to improve our service based on feedback from customers and analysis of data from satisfaction surveys, engagement patterns and comparisons with other councils. We ask that customers participate with us and give us their feedback and insights in a positive and helpful way and we will inform them of the difference this has made.

***Automation makes digital easy and helps us all achieve better outcomes.
All bots use automation, but not all automations are bots.....***

Let's Play: Sorry, Wrong Number



Question 1:

- How Many Customer Interactions made via the Customer Service Centre in 2023/24 Needed Human Agent Assistance? (Nearest 100)

ANSWER = **150,079**

Question 2:

- How Many Customer Interactions Through the Customer Service Centre in 2023/24 Were Entirely Digital Self Service? (Nearest 100)

ANSWER = **443,283**

Question 3:

- How Many Customer Interactions Through the Customer Service Centre in 2023/24 Were Handled Entirely by 24/7 Voice Automation ? (Nearest 100) ?

ANSWER = **46,942**

Question 4:

- What Percentage of Digital Self Service Interactions in 2023/24 Had Some Form of Automation ? (Nearest 1%)

ANSWER = **100% !**



At last SLF we said...So we have a Pipeline of Automation Projects using different approaches.

Within Argyll and Bute Council both the **ICT Team** and the **Customer Engagement Team** have the expertise to help Services build low code and RPA solutions. They are currently developing:

- An **Airport Landing Payment application** for Oban airport with an integration to the voice automated telephone payment system **DELIVERED**
- Automate **Educational Attainment quarterly school returns** for 80+schools **DELIVERED**
- Automating **Subject Access Request documentation conversion** **UAT** USER ACCEPTANCE TESTING
- Low code application for booking **Oban Pontoons Berthing** **UAT** USER ACCEPTANCE TESTING
- An under **22 year old free travel application service** automated update of the Education SEEMIS system. **Superceded by Food Control Mgt App.**
- + Events Management **Automated Application Mgt & App** **In Development**

So here are 3 very quick case study examples...

Case Study 1

Subject Access Request Document Conversion

Converting SAR files of various formats into Pdfs
From this.....

This PC > FINANCE_5002 (\\abck-fs01) (i:) > Contact Centre > SYSTEM & PROCESS RELATED > Netcall Connect Create RPA etc > Liberty RPA > SARS Test Files

Name	Date modified	Type	Size
Member Zone Adding a New Member V1.docx	30/11/2023 15:25	Microsoft Word D...	51 KB
Password protected document.docx	16/04/2024 11:15	Microsoft Word D...	18 KB
rtf format.rtf	15/03/2024 11:13	Rich Text Format	41 KB
Test Single Sheet.xlsx	16/04/2024 10:41	Microsoft Excel W...	8 KB
test word doc.docx	15/03/2024 11:12	Microsoft Word D...	12 KB

To This

(\\abck-fs01) (i:) > Contact Centre > SYSTEM & PROCESS RELATED > Netcall Connect Create RPA etc > Liberty RPA > SARS Test Files

Name	Date modified	Type	Size
Replaced Versions	16/04/2024 15:21	File folder	
Bot Stats Report.html	16/04/2024 15:21	Microsoft Edge H...	120 KB
Member Zone Adding a New Member V1.pdf	16/04/2024 15:19	Microsoft Edge P...	501 KB
Password protected document.docx	16/04/2024 11:15	Microsoft Word D...	18 KB
rtf format.pdf	16/04/2024 15:20	Microsoft Edge P...	175 KB
Test Single Sheet.pdf	16/04/2024 15:20	Microsoft Edge P...	183 KB
test word doc.pdf	16/04/2024 15:21	Microsoft Edge P...	175 KB



Case Study 2

Oban Pontoon Boaty Booking

Pre-Booking, Payment, Berthing Management and Security Access Solution






NOTICE TO MARINERS SERVICES PROVIDED ABOUT BERTHING CHARGES PONTOONS WHAT'S ON GALLERY CONTACT US

Clipper Round The World Stopover

BE AWARE **LIMITED BERTHING** WILL BE AVAILABLE AT NPP ON **12-21 JULY 2024** DUE TO THE CLIPPER ROUND THE WORLD STOPOVER WEEK IN OBAN



WELCOME TO THE NORTH PIER PONTOONS

A GREAT WAY TO SEA OBAN

Oban Pontoons - Oban Pontoons -

Security Codes saved

Berthings Security Codes Flag Vessel Reports

Current Security Codes

Toilet Code

Secure Gate Code

[Change Security Codes](#)

When codes are changed please press button below to send the updated codes to all current bookings.

[Email New Codes](#)

Previous Security Codes

Date	Record	Field	Previous value	Value	Changed by
Tue, 16 Apr 2024 11:14 am	[579029]	Toilet Code	1717	1848	Stephanie Wright

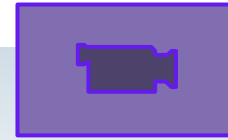


Bute • Helensburgh • Islay • Oban • Mull • Campbeltown • Iona • Dunoon • Tiree • Lochgilphead • Seil ...

#abplace2b

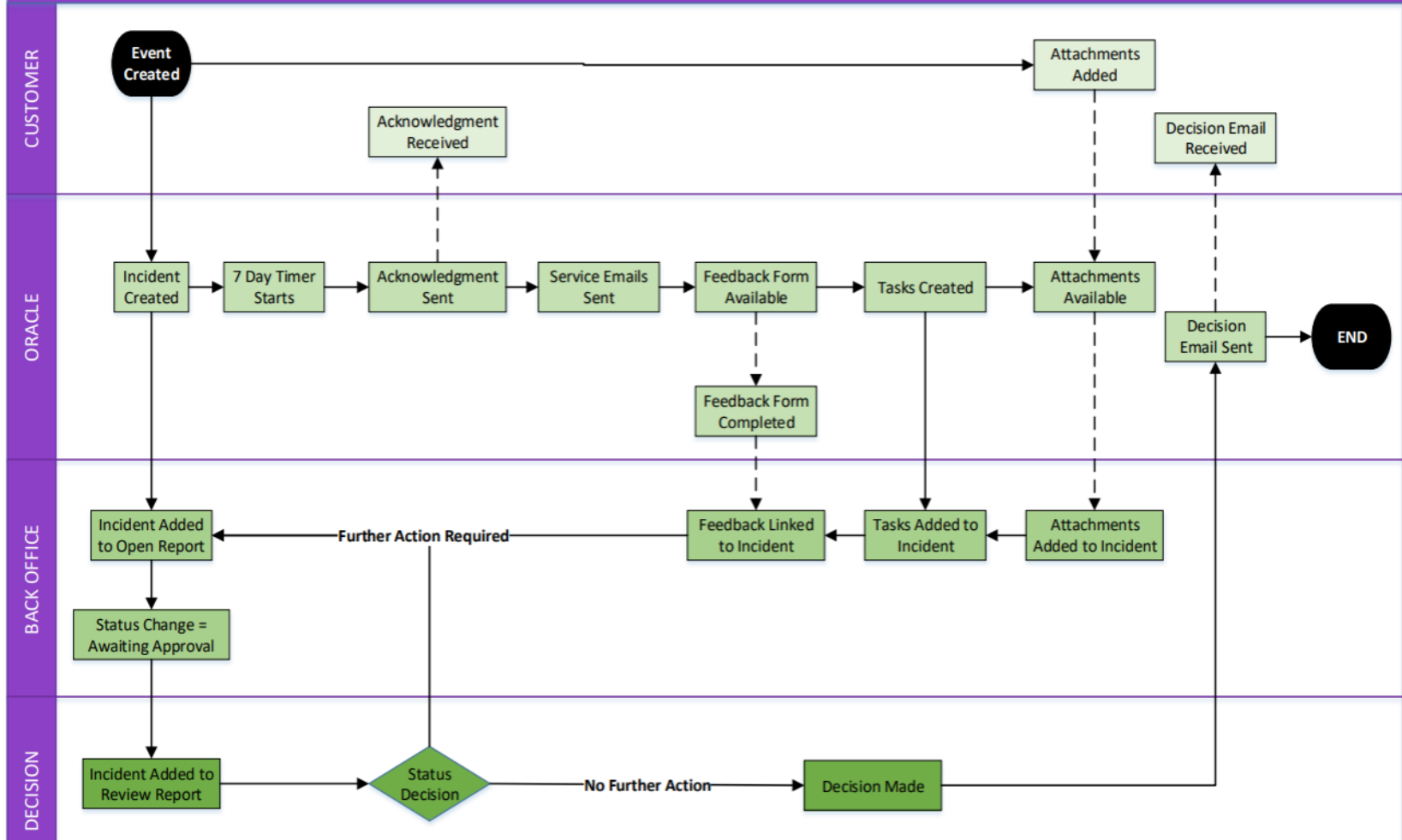
Case Study 3

Events Management Solution



Events Technical Process Flow

V3.0



Don't be Confused by AI & Bot Blather

The 7th Principle of



is:

7. Maximise opportunities that technology offer

We use technology to enable, support and progress our work.

Bots are an increasingly important enabler, but digital **Automation** comes in many forms and many of the most powerful efficiencies can be achieved by simple rules based automation (+process review!), as well as RPA, AI Automations or blends of all of them...



Gerry Wilson's ICT Development Team and my own Digital Service Team are here to help you with all sizes of automation projects.... It is not Bob's Bots, but A'body's Automations!

Our Pipeline of Low Code Apps Development and Automations for the coming year (Subject as always, to change)



DIGITAL SERVICES TEAM: NETCALL ROADMAP 2024



	Q1 Deliverables	Q2 Deliverables	Q3 Deliverables	Q4 Deliverables
Roads and Travel	Oban Airport Payments Oban Pontoons Booking Mgt.			
Business and Licensing		25+ Licensing Forms	Blue Badge Applications	
Education	Under 22 Travel Card Applications Attainment Quarterly Returns	Placement Request School Transport Privileged Ride Primary School Registration	Free School Meals / Clothing Grants Education Maintenance Allowance	
My Council		Subject Access Requests Document Conversion Events Management Application	Visitor Log/Digital Reception	Subject Access Requests Corporate Complaints
Environment	Food Control Management Application			Private Water Supply Registration



Netcall Converse Voice Automation



Netcall Create Low Code Application Builder



Netcall Robotic Process Automation (RPA)



Bute • Helensburgh • Islay • Oban • Mull • Campbeltown • Iona • Dunoon • Tiree • Lochgilphead • Seil ...

#abplace2b