



Channel Shift in the Public Sector: Lowering Costs, Empowering Customers and Improving Services

Dave Worsell | VP of Granicus Europe

Brett Husbands | CEO of Firmstep

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DAVE WORSELL

VP of Granicus Europe
@dworsell



BRETT HUSBANDS

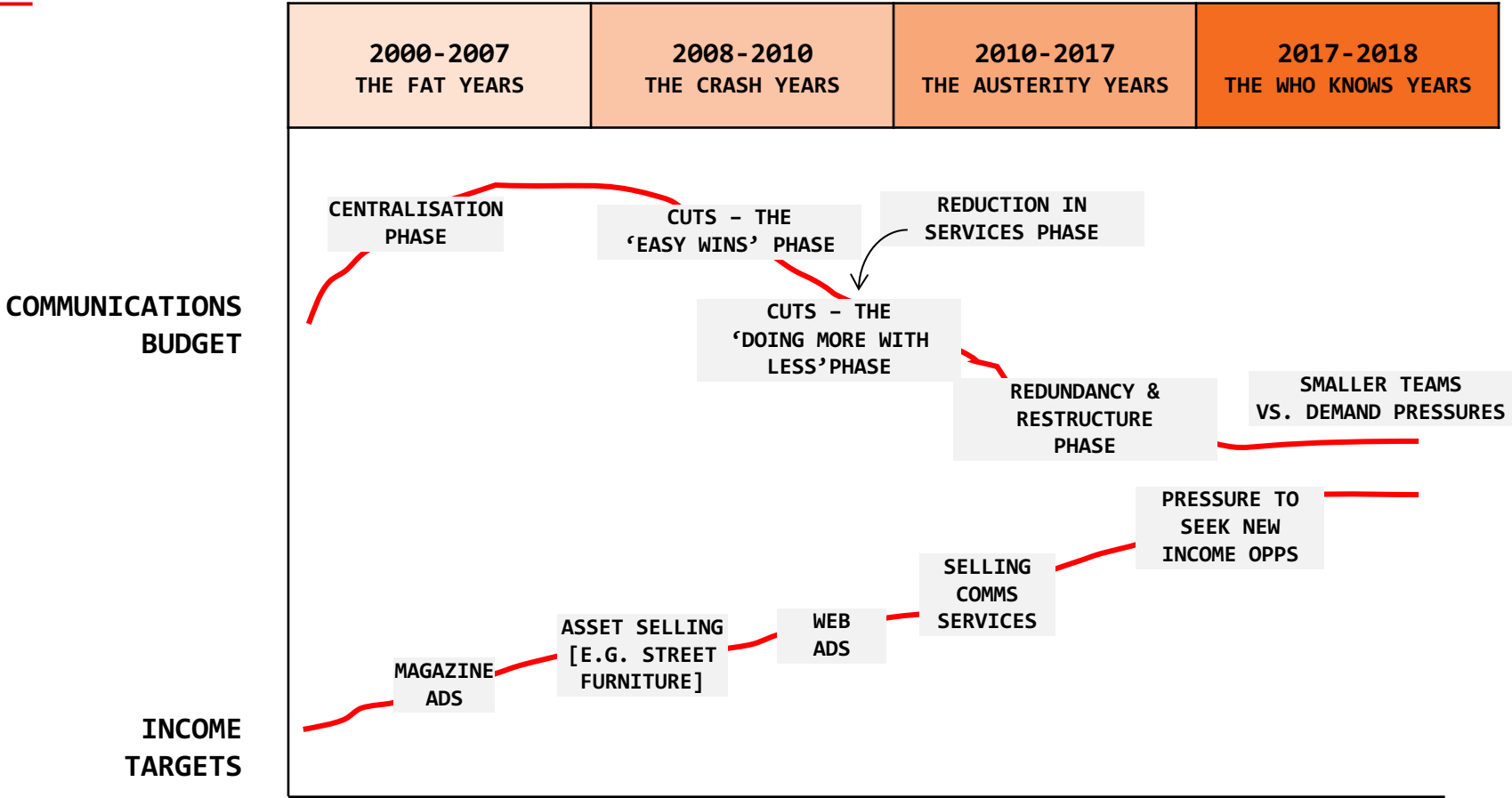
CEO of Firmstep



**If you build it,
*they will come.***



The Rise And Fall Of The Public Sector Comms Team Budget



@DarrenCaveney • comms2point0.co.uk

Secure the quick wins

- Cut print and postage
- Switch to social (it's free!)
- Shift demand to cheaper channels

F2F = £8.21 | Phone = £2.59 | Web = £0.09

“Do more with less”, they say.

- Reduced budgets
- Reduced volumes
- Reduced services
- Reduced staff

The reality...

Doing *less* with *less*.





Know your worth

Communications teams are always cut first and suffer the most because historically they've been viewed as non-strategic and "non-essential".

A background image showing a network of stylized human figures in various colors (blue, orange, white, pink) connected by thin white lines, representing a digital or social network. The background is a dark blue gradient with some bokeh light effects.

The rise of the UK digital public sector

- Government Digital Service (2011)
- Digital Centre of Excellence
- Push to make it “Digital by Design” not “Digital by Default”
- Laser-focus on users’ needs



Digital by design;
fit for the modern
mobile citizen.

The logo for Firmstep features the word "Firmstep" in a bold, black, sans-serif font. Above the letters "i", "r", and "m" are three vertical blue bars of increasing height, resembling a signal strength indicator or a bar chart. The "i" has a small blue dot above it.

Firmstep

easier, better, faster customer service



engagement

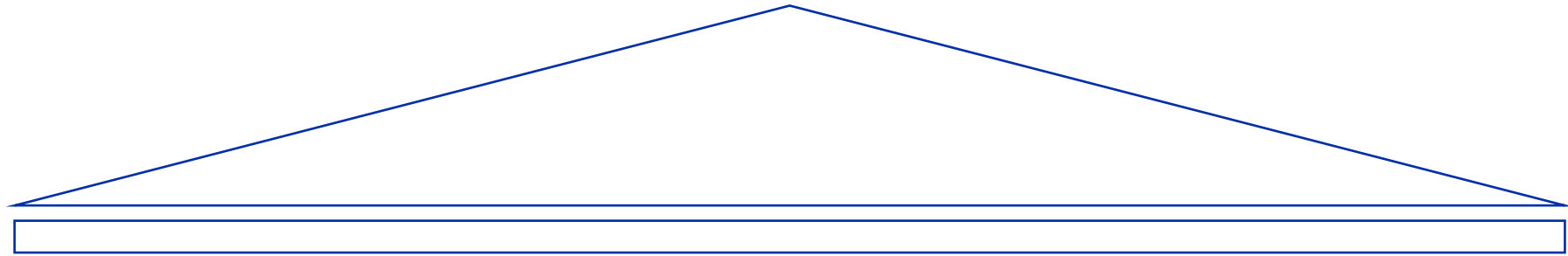


data



profiling

citizen interaction platform for government



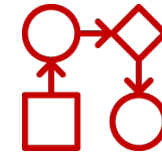
interaction
handling



self-service



CMS







forms &
automation







staff portal



effective

-  drive channel shift and online engagement
-  manage communication centrally
-  personalised citizen account
-  intelligent, tailored messaging

proven

-  170 government organizations interacting with citizens through the Firmstep Platform
-  continuous improvement since 2001
-  12 million citizen submissions through the Platform annually
-  millions of citizens with a self-service account

flexible



over 700 different online services
used by citizens

reach



services created through Firmstep reach
over 25 million citizens

instant access



ready-made services ready to go-live

open standards



100% of customers are able to
create their own integrations

reliable



Digital Marketplace

results



\$900k efficiency savings



60% channel shift



digital council of the year 2018



60,000 customer accounts

citizen feedback

“One click and all the information is at your fingertips, could not ask for anything better”

“Easy to use, and quicker than calling. I would definitely recommend this”

“Navigating to what you required was easy. Damn good site and well laid out”

“Very easy to use. Found what I was looking for instantly”

results



91,000 customer accounts



63% channel shift



150,000 online submissions in 2017

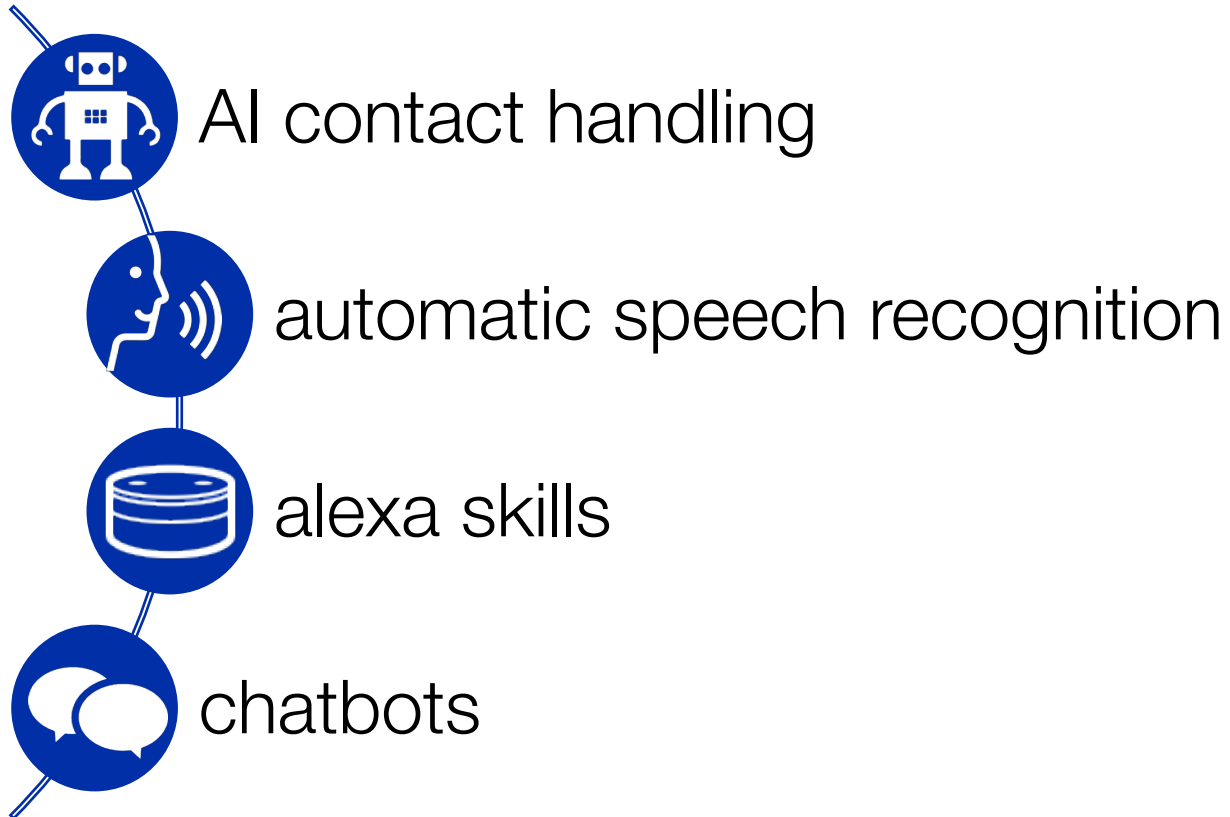


60 end-to-end processes developed using Firmstep

results

-  increased customer engagement
-  huge volumes of communication data
-  deep customer insight

the future of citizen interaction



Be super-strategic
and super-impactful

Skilled comms teams are
essential to achieving digital
transformation.

**So how do you become a
“comms superhero”?**





Think like a “commercial marketer”

- You’re selling “behavioral change”.
- Changing behaviors is the most effective way to achieve positive long-term outcomes and therefore reduce costs.
- Makes comms teams super-strategic.
- Always ask “why?” and “so what?”

TRANSFORM THE CITIZEN EXPERIENCE

DEFINE OUTCOMES

EXPAND REACH

CHOOSE RIGHT CHANNEL

CHOOSE
RIGHT CONTENT

DRIVE OUTCOMES

Measure, Analyse, Refine





Align with key government initiatives

*UK Government
Communications Service*

Objectives

Audience/Insight

Strategy/Ideas

Implementation

Scoring/Evaluation



Know your audience

- Know who you need to engage
- Channel shift is about changing behaviour and doing things differently
- Start building an audience early
- Reach is everything!

Put a value on your contribution.

- Identify your KPIs
- Define your baselines
- Decide how to measure
- Measure and evaluate impact
- Test, compare and refine
- Don't stop (too soon)



Success



Get a seat at the “top table”

- Digital Transformation and Communications representation
- Be there at the start of all digital projects
- All project plans must include comms and engagement plan

Reduce demand by being proactive

Use digital communications to free up resources, intervene early on, and signpost to online support.

Tip - Make customer services your best friend.



Generate more income

- Promote your revenue generating services to a larger audience.
- Ensure you make the payment process slick.
- UK starting to adopt Pay Per Click (PPC) advertising (web and digital communications).





FAKE

GENUINE

Build trust and your reputation

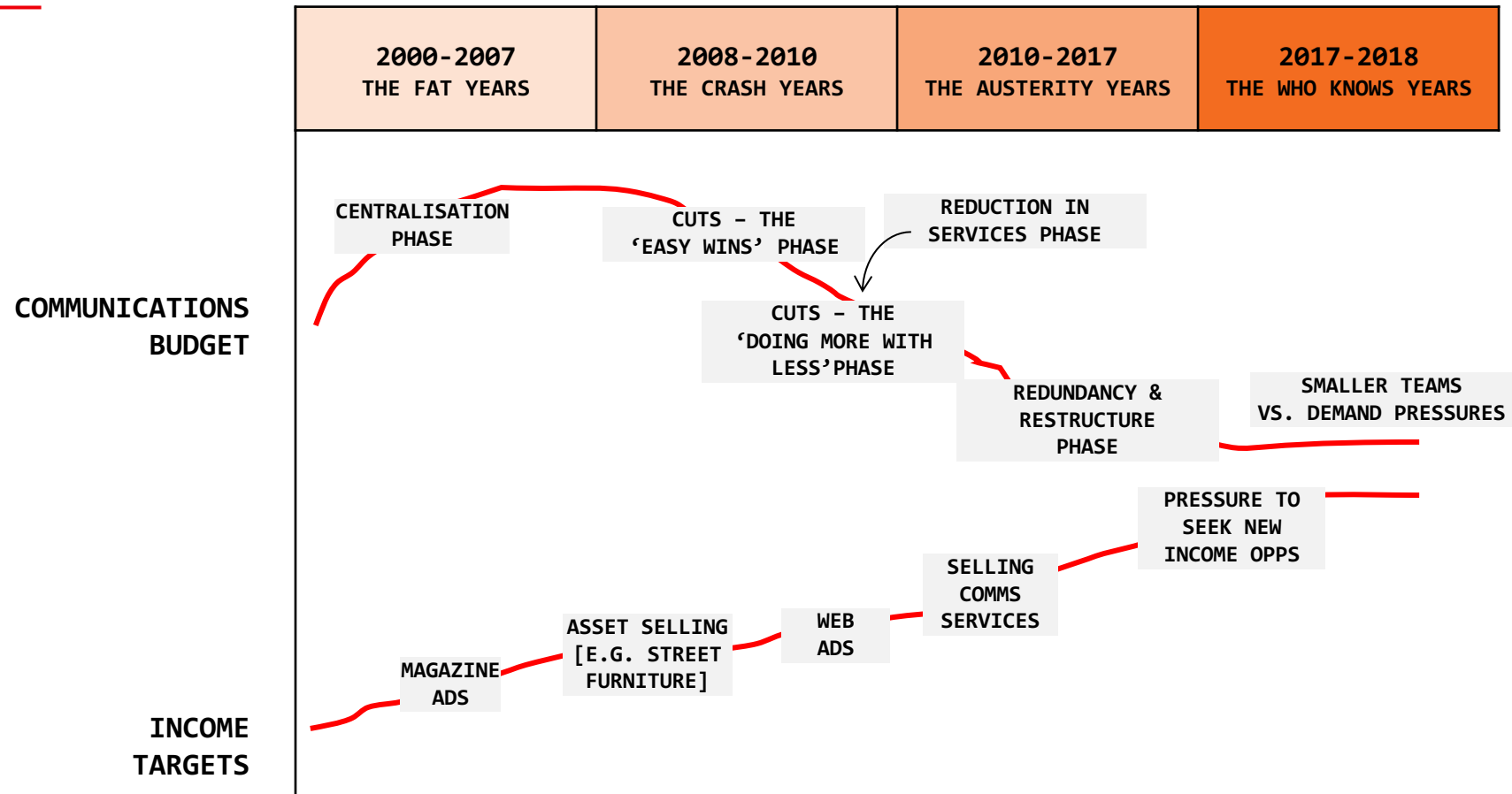
Communicate good and bad news to improve citizens' understanding of the pressures you face and generate interest in the positives.



Improve customer satisfaction

Citizens' expectations are rising. They expect a slick modern transaction with Government.

So Where Are You?



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Technology for the
people who are
changing our world.

