

Review Of Web Content and Simplify Online Forms and Align With Service Processes

Objectives:

To ensure that the content of the website is consistent, customer focused, relevant and readable. That the Council's online forms are simple to use and the Self Service Portal tracking facility reflects the relevant workflow.

Deliverables:

- Improved online user experience and increase self service take up
- Efficient use of resources.
- Improved transparency for self service portal users
- Reduce avoidable contact – progress chasing.
- Increased Customer satisfaction and council reputation

Scope:

Service by service review undertaken by web team to include

Web

- Navigation
- Currency and content of each web page
- Links
- Focus
- Tone/plain English
- Relevance
- Prune

Online forms

Customer perspective

- Information/questions asked
- Ease of use i.e. questions in right order
- User experience /feedback

Back Office

- Are services getting the right information first time
- Understand back office workflow and document
- Identify backend automation opportunities
- Align form workflow with service processes, ease of use and customer transparency
- Email integrations

Action plan for each service

Resources:

Project Lead: Customer Services Manager

Project Team:

Sue Garwood - Web/CRM Development Officer.

Karen Carter - Customer Services Engagement Officer.

Nominated person or persons from relevant service areas.

Firmstep if required.

Cost:

Nil - Currently have 9 days in hand from phase 1 contract with Firmstep, will call off days as and when required.

Timescale:

Task/Time	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17
Project start													
Arrange meetings with services – priority given to high volume services.													
Meet with services and develop action plans													
Identify Firmstep requirements (if any)													
Implement Action Plan													
Project review/completion													