Pendle Borough Council – Digital Strategy Overview

CURRENT PICTURE – Where Are We?	AIMS – Where do we want to be?
- Citizen Access Self-Service – Revenues Portal provides an improved digital experience for revenues and ability to manage Council Tax online. - Increased number of services available on the website - public usage in last 2 years has more than doubled however 90% of interactions remain through the contact centre. - Digital Workshops held in Pendle's Libraries – successful results but low take up. - Increase in internet payment and ATP usage – over 50% of payments are now cashless. - Implemented IDOX Planning portal providing full online access to planning applications. - Interaction with some 3rd Parties is digital by default (e.g. LCC for Weighbridge/Waste collections) - No longer accept cash or cheques at Council offices but provide Allpay facilities. 15.5% of Pendle Residents have never been on line (compare to 12% in Manchester and 8% in London) 11.5% of Pendle households cannot achieve higher broadband speeds, 71% do not have 4g mobile access though 55% of residents access our website via mobile phone.	- Deliver accessible services of good value and good quality and that make efficient use of technology to remove duplication of data entry and storage, integrate solutions and streamline processes - Reduce cost of service delivery by utilising more effective delivery channels and realising efficiencies from investment in technology. - Reduce unnecessary contact and improve service to the customer. - Continue to improve access channels with the focus on user friendly "on line". - Ensure accessibility for all e.g. continue assisted self service where and when appropriate - Further streamlining of processes to negate or vastly reduce the need for double handling, duplication and manual input. - Enable staff to access live data in the field to improve response times to the customer.

WHY DIGITAL

- End to end automated digital services reduce effort, cost and improve performance and the customer experience.
- Digital service provision allows for a better understanding of a customer's needs and provides valuable data that can be used to target services more effectively.
- Digital services require less resource leading to reductions in overheads in technology, accommodation and associated costs.

HOW ARE WE ACHIEVING IT?

Immediate
- Extending Citizen Access to eBenefits – resulting in faster payments and reduced costs.
- Introducing Jadu CXM to create a customer portal that will allow customers and the organisation to transact more seamlessly.
- Improving the public website to allow transactional services and plug manual gaps in service provision.
- Developing options and delivering solutions for mobile working within services to improve efficiency and speed up response to customers.
- Introduce Risk Based Verification for benefits payments to reduce manual effort and improve efficiency.

Medium Term
- Implementing self-service for HR processes e.g. travel claims.
- Developing end to end process integration to take out manual handling, duplication, drive down cost of delivery and improve performance.
- Provide additional payments methods (e.g. ApplePay, Paypal)
- Improving document management to reduce duplication, manual handling, re-keying and improve access to information for all encouraging paperless meetings throughout the Council.
- Refreshing the intranet.
- Introducing Mobile working for appropriate services.
- Obtaining good customer feedback.
- Ensure use of Plain English.