

To:
All members of the
Administrative Committee

Please reply to:
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Date: 4 July 2022

Supplementary Agenda

Administrative Committee - Thursday, 7 July 2022

Dear Councillor

I enclose the following items which were marked 'to follow' on the agenda for the Administrative Committee meeting to be held on Thursday, 7 July 2022:

4. Civic Engagement Platform

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The consider a report from the Programme Manager which seeks approval to

1. Agree the expansion of the Granicus Civic engagement platform, to merge existing self-service portals into one and offer a wider range of features and functions to Spelthorne's communities and customers through that portal.
2. To authorise direct award for a call off contract via the Crown Commercial Service (CCS) GCloud 12 (RM1557) procurement framework to system vendor Granicus-Firmstep Limited "Lot 2:Cloud Software". The contract would run for a minimum of 2 years with the option to extend the contract for up to 2 periods of 12 months each.
3. To authorise the Head of Corporate Governance to enter into any legal documentation necessary to implement the new contract.
4. As the planned expenditure is unbudgeted and coming from reserves, there is no delegation to a committee to authorise this. A recommendation is sought from this Committee for the report to go to full Council to enable Spelthorne to deliver improved services to its customers.

Spelthorne Borough Council, Council Offices, Knowle Green

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Yours sincerely

Christeen Abee
Committee Services

To the members of the Administrative Committee

Councillors:

N. Islam (Chairman)	S. Buttar	S.C. Mooney
S.A. Dunn (Vice-Chairman)	J.T.F. Doran	D. Saliagopoulos
C.F. Barnard	R.D. Dunn	J. Vinson
A. Brar	N.J. Gething	S.J Whitmore

Substitute Members: Councillors: V. Siva, A.J. Mitchell, R.O. Barratt, C. Bateson,
M. Beecher, J. Button, K.M. Grant and I.T.E. Harvey

Civic Engagement Portal

Administrative Committee

07 July 2022



Title	<i>Proposed Customer Engagement Portal</i>
Purpose of the report	To make a decision
Report Author	<i>Daniel Dredge - Programme Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>n/a</i>
Corporate Priority	Service delivery
Recommendations	<p>1. To agree the expansion of the Granicus Civic engagement platform, to merge our existing self-service portals into one and offer a wider range of features and functions to our communities and customers through that portal.</p> <p>2. To authorise direct award for a call off contract via the Crown Commercial Service (CCS) GCloud 12 (RM1557) procurement framework to system vendor, Granicus-Firmstep Limited “Lot 2: Cloud Software”. The contract will run for a minimum of 2 years with the option to extend the contract for up to 2 periods of 12 months each.</p> <p>3. Authorise the Head of Corporate Governance to enter into any legal documentation necessary to implement the new contract.</p> <p>4. As the planned expenditure is unbudgeted and coming from reserves, there is no delegation to a committee to authorise this. We are therefore seeking a recommendation from this Committee for the report to go to full Council to enable us to deliver improved services to our customers.</p>
Reason for Recommendation	The recommended software platform will provide our residents and businesses with a greatly improved customer experience when accessing our digital services. It will meet our ambition of ‘digital by default’ and align with our Digital vision statement: ‘A Community empowered and connected by simple and relevant engagement’

1. Summary of the report

- 1.1 This report puts forward a recommendation to leverage additional capabilities from an existing supplier Granicus to build a modern and functional, digital customer engagement platform for our customers.

- 1.2 Explanation is provided of how residents and businesses in the Borough will receive a better service through this activity as improving our customers experience is key to the project.
- 2. Key issues**
- 2.1 Workshops were held with senior managers, customer facing officers, and system admins to discuss and agree Spelthorne's core digital transformation objectives and vision including identifying customer needs and requirements when interacting with and accessing Council services.
- 2.2 The outcome of these workshops produced a digital vision and digital ambition for Spelthorne to aspire to. The vision is 'A community empowered and connected by simple and relevant engagement'. The ambition is to be 'digital by default'. Core themes of customer needs and requirements were identified through the workshop, these are Ownership, Information, Expectation & Equality. The workshops were critical to the success of this project as it allowed us to validate our analysis of the situation, gain a clear understanding of the problem, and provided context of our customers diverse needs and requirements. This information has directly influenced the recommendation. A write up of the workshop is attached with this document (**Appendix 1**)
- 2.3 At this stage of our transformation process, the focus is on improving our customer facing 'touch-points'. Previously an improvement was made to our telephony system which brought it up to the modern and professional standard our customers expect. We now intend to lift and improve our web-based solution to match it, therefore providing our customers with a consistent, robust, and efficient experience across the board, through whichever channel they choose to connect with us through.
- 2.4 The Covid pandemic appears to have irreversibly changed the way people work and interact with digital entities of any kind. Since March 2020, six in ten UK citizens reported an increase in their household use of smart devices, and the proportion of homes without internet almost halved in the last year. We must be able to adapt to the speed and scale of this change. The product which is recommended will provide the Authority with the flexibility and agility necessary to keep up with the scale and pace of this change and importantly, the customer demands and expectations which are driving it.
- 2.5 If agreed, the proposed solution will consolidate our disparate customer portals into a single 'Digital-front-door'. With a single log-in we will give our customers immediate, personalised access on any device, at any time of day, to the following services.
- Personalised Revenues and Benefits account information. With the facility to make payments, submit applications, inform us of changes in circumstances, view historical correspondence and transaction history. (Including PDF downloads of any documentation)
 - Personalised Council & Democracy information, e.g. borough councillors, ward, nearest polling station etc
 - Personalised refuse collection information e.g., next collection day and refuse type, information of what is/is not permitted in each bin, ability to report missed collections etc.

- Personalised Environment & Planning information, e.g. planning application history, building control application history and details on whether their local area falls into flood risk, green belt, conservation, neighbourhood watch or smoke control zone etc.
 - Access to the 77 existing e-forms available to customers on our website, which cover everything from reporting an abandoned vehicle to applying for a SPAN alarm.
 - Access to a Freedom Of Information (FOI) and Subject Access Request (SAR) library, enabling a search to be made of historical requests for the information they want, before they submit a new one - and if they do need to make a request, they can do it directly through the portal.
- 2.6 Furthermore, customers with user accounts will be able set up alerts and reminders of anything they wish within the portal e.g. to receive a text the night before their bin is due to go out.
- 2.7 Additionally, it will provide the capability for the Authority to conduct focussed campaigns e.g. to encourage direct debt sign ups or inform residents of new services or ongoing consultations.
- 2.8 When choosing to access our services via the portal it is possible to build-in and automate certain actions which will automatically meet several of the assurances included in the recently updated Customer Charter – without any manual intervention. Specifically:
- provide you with clear, accurate and up to date information about our services and facilities
 - ensure our information is in a format that can be easily accessed and understood
 - provide a single point of contact wherever possible and provide responsive and reliable services
 - provide a consistent, co-ordinated and proactive service
 - provide a range of convenient communication channels to contact us
 - enable customers to provide feedback through customer surveys, focus groups and consultations
 - we will supply information requested in Freedom of Information requests within 20 working days, except in exceptional circumstances
 - undertake to resolve your enquiry as quickly as possible.
 - send an acknowledgment email within two working days of receipt
- 2.9 This demonstrates how much this stage of our transformation programme is focussed on delivering tangible improvements to the customer experience and level of service they receive.

3. Options analysis and proposal

- 3.1 Two of the Council's existing software suppliers (Netcall and Granicus) were identified as having products/services that are capable of delivering on these ambitions and requirements.
- 3.2 It is important to note that both products are capable of delivering an equivalent level of customer service when deployed at their full capabilities. Both products are aligned to our Digital Vision and Digital Statement and meet the customer needs and requirements outlined above.
- 3.3 Due to this similarity in the 'end-product' an assessment was undertaken with a focus on whether or not the associated risks of each product outweigh the level of customer service they would deliver, how the product fits with existing technical infrastructure, associated timescales, and our capabilities to implement the product.
- 3.4 Granicus carried out product demonstrations on-site which were received positively. Following a scoping exercise, they provided the Council with a full and detailed proposal for how they intend to deliver the transformation. Their return contains a full explanation of proposed work packages, solutions, methods, timescales, and costs required to undergo the development and deliver the associated benefits all at a granular level. **(Appendix 2)**
- 3.5 Netcall provided their own proposal following a scoping exercise and described a similarly innovative product but with a greater focus on what they call 'digital independence'. This term describes an environment where organisations are no longer bound by the limitations of their software products and are instead empowered to develop their own systems, interfaces and processes tailored exactly to their specific needs, whenever they want, however they want. **(Appendix 3)**
- 3.6 Netcall have also demoed Liberty Create to the Council and the product was well received by all. The product is considered a powerful and dynamic tool, with high level of scalability and customisation. It could theoretically deliver significant efficiencies derived from the high level of integration it would have with the Council's contact centre software (Liberty Converse). However, it is not clear at a granular level exactly what features and functions we would acquire as part of the package they are offering.
- 3.7 Therefore, it is proposed that adopting Netcall provides a greater risk to the Authority for the following reasons:
- The speed of development and overall quality and value of what is developed is heavily dependent on the talent and experience of on-site, Netcall certified developers. As of today, we do not have any. The time, resources, and cost needed to fulfil this requirement are prohibitive, lengthy and introduce a great deal of uncertainty.
 - Netcall integrates with back-end systems via a proprietary "On-Premise-Adaptor" (OPA). This method is un-tested and unknown at this Authority. In the event this method fails or is unsuitable, we would have no choice but to either purchase an Application Programming Interface (API) to link systems at excessive cost or lose the integration and related functions we were hoping to develop as well as any related benefits.
 - Granicus is already integrated with around 40 back-end systems and drives over 300 processes for both internal and external users. The

work required to replicate this into a new platform could take several years to complete – meaning several years before benefits can be realised. Additionally, it is not currently possible to offer any assurance that the Netcall platform will offer a significant enough improvement to justify a difficult transition period. This is largely due to the fact it is success would be dependent on the skills of developers we do not currently have and in the current recruitment climate difficult to secure.

3.8 It is therefore recommended that the Council selects the Granicus solution to build its digital engagement platform for the reasons detailed below and in the attached **(Appendix 4)**.

- It sufficiently delivers the initial objective(s) set out at the start of this phase of Digital Transformation.
- It will greatly improve delivery of services to customers through the portal providing a “one stop shop”.
- There is scope for significant future development in key areas e.g., Data Protection, Communications, CRM and more through the future acquisition of additional modules.
- Product specialists are already in post within the Council; therefore, development can be achieved at a more rapid pace. Granicus estimate a duration of 48 days between kick-off and the customer portal going live.
- The intended benefits will be realised sooner, meaning the Businesses and Residents in the Borough will begin to receive a higher level of service at a faster rate.
- Granicus offers a largely equivalent portal experience to Netcall with less exposure to risk.

3.9 In order to comply with the Public Contract Regulations 2015, it is recommended that the Council call off the Government G Cloud 12 Framework Agreement in order to award a contract for the building and maintenance of the digital engagement platform to Granicus.

3.10 The framework permits an initial contract period of up to 2 years. The framework conditions permit a maximum of 2 years extension to the contract. It is therefore recommended that the contract is awarded for a period of 2 years with the ability to extend the contract for up to 2 periods of 12 months each.

4. Financial implications

4.1 A breakdown of costs for each supplier has been provided **(Appendix 5)**

4.2 The Council will initially be able cancel up to £27.8k of licences for redundant software packages that will be replaced in full by Granicus upon go-live. This will offset some of the cost. It should be noted that there is a lead time of between 6 – 12 months to exit these contracts.

4.3 Should additional functionality be required, additional modules are priced at £8.5k for a one-time implementation fee, then an annual licence for £11.5k. New widgets will cost a one-off £1,450 to implement

- 4.4 The funding for this project falls into two elements. A capital expenditure of £48,180 which is being covered from the Digital Spelthorne Capital Expenditure Budget of £50,000 and an ongoing annual revenue expenditure of £54,200.
- 4.5 The project is an invest to save opportunity with significant savings, notably replacement of the existing CRM. After accounting for the revenue's costs of the new products, cash savings of just under £16,000 will be produced per annum in 2025. These savings will be returned to our reserves, via the general fund. In the short term, the funding for this initial expenditure will come from a small surplus in our revenue carry forward earmarked reserves.

5. Risk considerations

- 5.1 Spelthorne have no certified low-code developers for Netcall, so training of existing staff and/or recruitment would be necessary, and this would take some time and cost. Netcall developers would benefit from having experience in a programming language called 'Java'. A typical java developers' salary is upwards of £50k and there is no allocated budget for further staffing particularly at the grade required to meet market salaries.
- 5.2 The Netcall quote is very competitive however there are no assurances of what the costs would be after the initial 3-year period. They have quoted £50k for products with a list price of £93k. The possibility of a substantial rise exists after the three years, and this should be considered a risk as there is no budget to cover this. Furthermore, the discounted rate on their product was offered on the basis of Spelthorne being an existing customer but is conditional on not entering into an informal/formal process with them in order to procure the product. It was advised that the Authority would not benefit from the discounted rate should it choose not to follow their proposed process.
- 5.3 A potential capital outlay of the Netcall solution is the requirement to purchase APIs to integrate business systems into the platform. APIs vary in cost but can be as much as £100k. No budget exists to cover unexpected costs of this nature.
- 5.4 If Spelthorne lose IT staff proficient in Granicus development, there is a chance the product could be un-supported. This can be mitigated by detailed process mapping, process notes and a period of knowledge sharing and cross working.
- 5.5 In the first stage of development, most benefits and efficiencies are customer facing, although favourable for our customers, there is a risk of staff being disappointed if their expectations are too high. This is being mitigated by the communication of realistic goals and in which stage of the transformation they can expect to see the benefits themselves.
- 5.6 The implementation activities in the plan Granicus provided can be run in parallel which would greatly speed up implementation. However, this is dependent on the availability of ICT staff and there is a risk other projects or activities could command their time and attention and milestones may be missed.
- 5.7 By consolidating all of our services into one portal it becomes a single point of failure. Should the service go offline for any reason, it would go offline for

everyone. This will be avoided by robust contract terms on SLA support and maintenance.

6. Legal considerations

- 6.1 The council has power to enter into the proposed contract under section 111 of the Local Government Act 1972 and section 1 of the Local Government (Contracts) Act 1997, which enable the council to carry out any activity that is calculated to facilitate, or is conducive or incidental to, the discharge of any of its functions, and to enter contracts accordingly.
- 6.2 It is open to Members to approve the award of the contract to Granicus. In the event that the award of the contract is approved, it is open to Members to confirm the contract period. Members are advised that in order to comply with G-Cloud 12 Framework conditions, the initial contract period may not exceed 2 years and any extensions agreed may not exceed 2 years.
- 6.3 The estimated value of the procurement is above the current financial threshold for service contracts under the Public Contracts Regulations 2015. Procurement by direct award via the G-Cloud 12 Framework is compliant with the Regulations as a route to market.

7. Other considerations

- 7.1 Both platforms provide the opportunity to gather customer feedback follow every transaction. This is something we are not currently capable of capturing. These metrics will be used to inform data-lead decision making in regard to improving the services offered.

8. Equality and Diversity

- 8.1 Greater digital inclusivity does not mean leaving certain groups or demographics behind. There is no plan at present to adopt a digital only approach and all existing contact channels will remain. However, everyone will benefit from the more efficient/automated back-office processing and data handling the solution offers.

9. Sustainability/Climate Change Implications

- 9.1 Both solutions will reduce the number of documents printed by the Authority as residents & businesses move to e-billing and self-service thus reducing paper use. Both products also rely heavily on e-forms which will reduce physical correspondence.

10. Timetable for implementation

The overall solution is comprised of several smaller work packages, which will be implemented in parallel where possible.

The work will be undertaken in the following order:

- Customer Portal redevelopment **48 days**
- Customer Portal Widgets **23 days**
- Launching the re-developed portal **11 days**
- govDelivery **43.25 days**

Indicative implementation schedule attached (**Appendix 6**)

11. Contact

11.1 Daniel Dredge d.dredge@spelthorne.gov.uk

Background papers: There are none.

Appendices:

Appendix 1: Workshop Write-up

Appendix 2: Granicus Proposal

Appendix 3: Netcall Proposal

Appendix 4: Benefits of Portal Consolidation

Appendix 5: Cost Comparisons

Appendix 6: Implementation Schedule



Digital Transformation Objectives, Vision and Requirements

Digital Transformation Objectives

- Systems need to be secure & **connected** with high levels of integration. They need to be scalable, future-proof and provide efficiencies
- The data we hold must be accurate, appropriate and **relevant**
- Communication channels should be responsive, **simple** and accessible – with no digital exclusion
- Where possible, transactions and processes should be automated
- Customers must be **empowered** to self-serve or find information via our web site & online portal – removing layers of staff interaction
- A greater use of analytics and reporting to measure performance and **engagement** – including customer satisfaction and feedback
- To provide a better all in one service to our **community**

Digital Vision Statement

A Community empowered and connected by simple and relevant engagement



Provide responsive digital services that meet the expectations of all our customers and stakeholders



Design our services around the customer - Accessible services in the palm of your hand



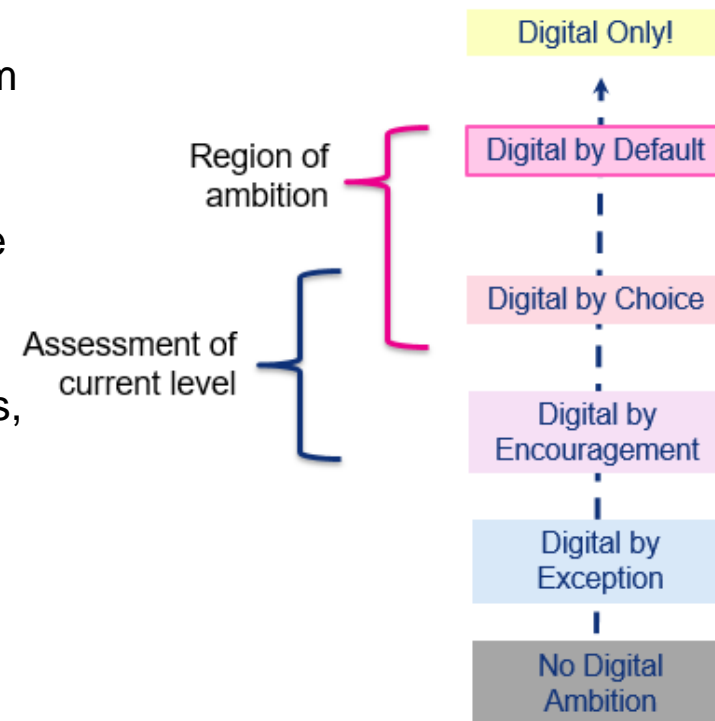
Reduce failure demand



Empower the community and businesses with technology

What are our 'Digital' ambitions

- To remove manual processes and replace them with streamlined digitised workflows which are integrated into other core systems. This will save both time and money, allowing for a more efficient allocation of resources by removing low-value tasks from business processes. Instead, our staff can dedicate their efforts to more complex tasks, rather than performing tasks that could easily be automated.
- To automate the processes offering little or no value internally or to the customer, we can instead focus on putting manual effort into innovation and/or service improvements.
- Rather than overburdening existing employees with low-value, admin-intensive tasks, Spelthorne's digital services should easily scale, remain agile and future-proof.
- To digitise paper inputs across all of our processes, enabling faster processing and eliminating human error, so the customer gets a more accurate and consistent service.
- To remove customers from the details of their operations and develop an excellent customer experience across all touchpoints – with speed and efficiency.
- To make Spelthorne more agile when adopting continuous improvement strategies. Allowing for faster innovation, adaption and pathways to improvement.



Do what we already do – but better

Needs and Requirements

Putting ourselves in the shoes of our customers, when they contact us, they need...

- An option for them to access the information digitally. Ensure that web pages are accurate, current and informative with ease of navigation (reduced number of clicks)
- To know their information is secure and not going to be shared elsewhere
- Does not want to be put on hold, the experience should be seamless. – Information should be linked up at first point of contact.
- Not to be disadvantaged by any new changes (financial and other vulnerabilities)
- Need to speak to a person if needed
- Be provided with a reasonable and achievable timeframe of resolution and have progress updates
- We need to react/respond effectively and through the right channel
- One person to own the customer problem and to relate back to the customer as the case progresses
- Quick access to historic interactions to enable faster resolution – Customers assume we have all their relevant information

Needs and Requirements – Common Themes

Ownership

Take ownership and manage the response, providing a seamless experience and contacting/updating me when convenient

Information

Have all my relevant information, validated and accurate, kept securely, but easily accessible to me via a single point of contact or person, with my history of contact with you and issues raised.

Expectations

Clearly tell me what will happen, by when and deliver a resolution, personalising your approach to my requirements.

Equality

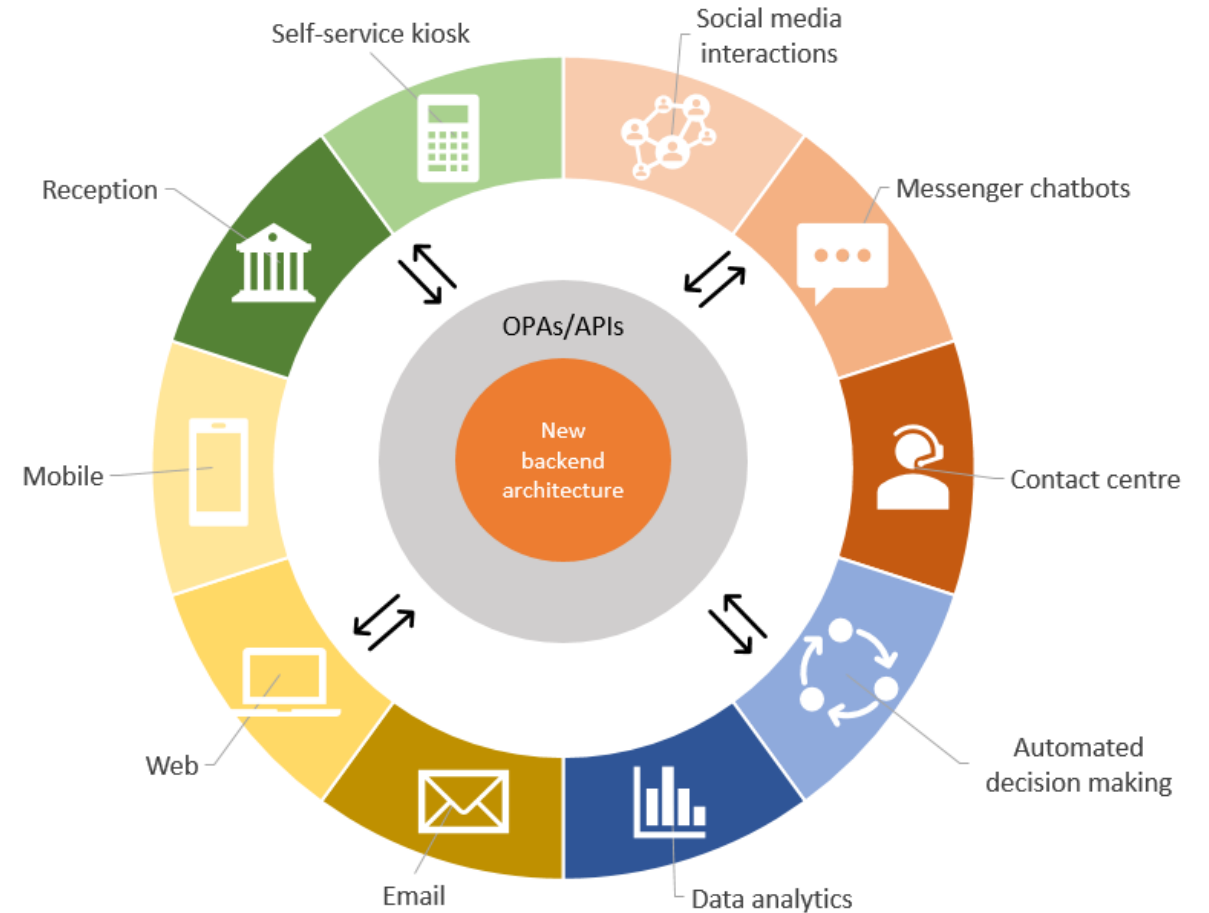
To be treated equally and included, not disadvantaged (by digital). To be able to speak to a person if needed or access you in the way I choose.

Programme Name Suggestions

	Digital Innovation	
Digital Strategy		ContinuousNext – A business strategy which emphasizes perpetual innovation, integration and delivery. Considered the next evolutionary phase of digital transformation
	Service Innovation	
Transformation Strategy		
		Spelthorne Digital Core
	Digital Technology Integration	
Digital Landscape		
		Digital Agility
Customer experience led Digital Transformation – Can be shortened to CX/DX	Improving Service Process	

Digital Model

- Developing an Omnichannel platform offers several advantages over the existing multichannel platform which suffers from being siloed and has scalability issues
- Creates a back-end platform linked to existing applications which is then accessible by the customer through web applications e.g. User portal, web chat, forms etc



Granicus Digital Platform proposal for Spelthorne Borough Council

About Granicus

Empowering Modern Digital Government

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, and digital services to around 4,500 public sector organisations, including half of all Local Authorities in the UK, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 200 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimizing decision-making processes, Granicus strives to help government realize better outcomes and have a greater impact for the citizens they serve.

Version 2

Date: 10/09/2021
Version: 10/09/2021

Prepared By: Ric Adams, Business Development Manager

This quote is valid for the duration 30 days

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Background

Spelthorne Borough Council (SBC from here) have a number of existing customer and staff facing digital solutions, some of which aren't providing the desired levels of customer experience. This is contributing to a user experience that could greatly improve, with a rationalisation of portals / logins, a simpler, more aesthetic layout, and more efficient back-office processing. There is also an opportunity to reduce overall costs and drive channel shift.

It has also been identified that there are opportunities to support the communications team with greater levels of communications automation, improved data segmentation, and better analytics, from a professional government-only communications platform.

Granicus are uniquely placed to help with these issues, as well as:

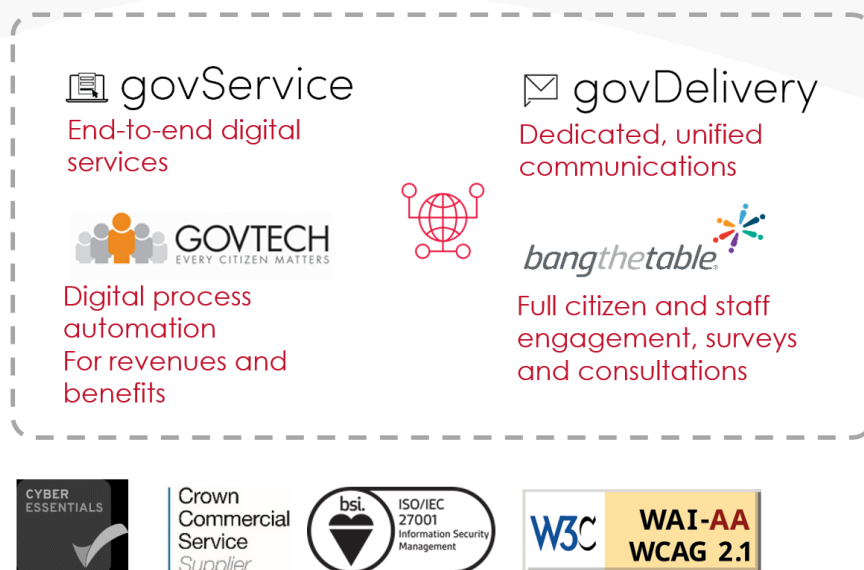
- Build on SBC's excellent, existing developments in Service Designer (Forms)
- Provide a forward-looking digital platform which will continue to evolve with local authorities, and help to tackle future requirements, such as CRM / customer services, and deeper data / analytics, to name a couple.
- Drive higher levels of engagement and channel shift via an integrated communications and digital platform – something unique to Granicus.
- Provide market-leading levels of revenues and benefits automation

Executive Summary

The overall proposed solution is comprised of several smaller packages of work, which could be adopted in isolation, though the whole is greater than the sum of its parts. These all expand on the use of Granicus's 'Civic Engagement Platform', which is a growing platform of capabilities including forms, workflow, self-service, local government CRM, government digital comms, citizen engagement and consultations, and more.

For background on Granicus' 'Civic Engagement Platform', and the unique strengths of our technology and our organisation, please see the counterpart document ['The Benefits of Working with Granicus'](#).

A unified, growing, digital platform for government



- ✓ Improve the customer and staff experience
- ✓ Reduce IT complexity
- ✓ Drive channel shift and ROI
- ✓ Help staff be more efficient and effective
- ✓ Feature, and data-rich
- ✓ highly secure, accessible, future-proof

The areas of proposed work are:

- A. Re-develop the self-service portal ('Customer Portal')** to improve the features, aesthetics, usability, and replace the existing 'My Spelthorne' solution.
- B. Deploy advanced Revenues capability** via our partnership with Govtech, to deliver a seamless customer experience and deliver high levels of case work automation. This can be paired with 'My Accounts', to pull revenues data and ebilling into the Customer Portal.
- C. Provide a powerful government only communications platform, govDelivery**, which will ease the burden on the communications team, with professional, automated content, powerful reporting and insight, and data segmentation to ensure customers stay engaged with council communications.
- D. Offer the option to expand the digital offering with a CRM** for local government - futures

Key Benefits / outcomes of this Approach

Overall, this proposal provides the following, key benefits to SBC:

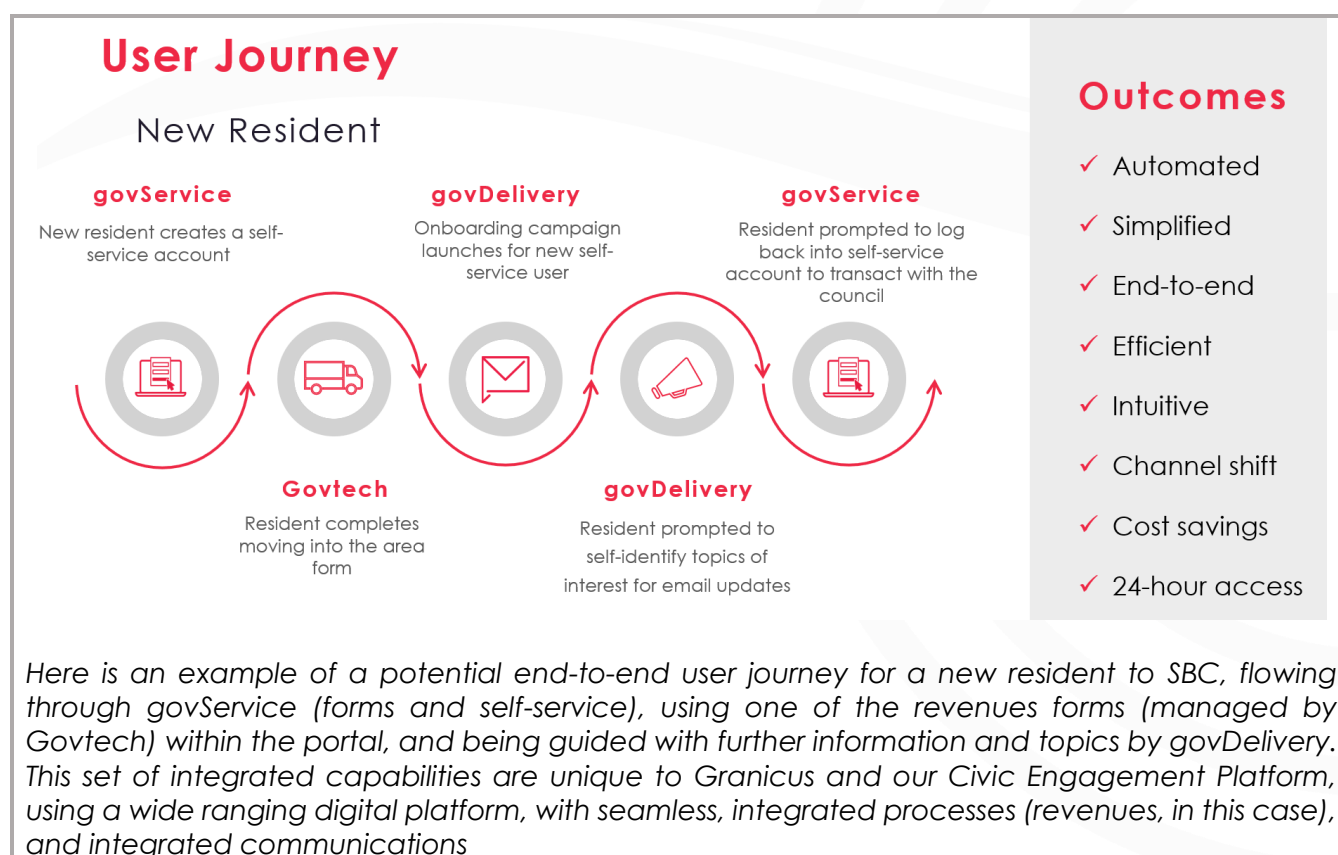
- Delivering much greater levels of channel shift via an improved customer online experience, and proactive comms (via govDelivery), integrated into the digital platform, affecting behaviours, and driving people to self-serve. This includes reducing the number of portals / logins a citizen requires to interact with the council online, for a seamless experience interacting with SBC.
- Ability to adopt a true 'tell us once' approach to customer service; while this will evolve over time, and SBC will have to continue to develop the forms, processes, and integrations to continue to join up their services and data, Granicus are uniquely placed to help do this with our expansive
- Reducing IT complexity and expense by rationalising front-of-house solutions / portals, and the potential to do the same in the back-office.
- Large efficiencies in the revenues service, via market-leading levels of casework automation, and self-service take-up. This is also complemented by govDelivery, as the communications platform can be used to drive and inform revenues and benefits customers.
- Deliver a better ebilling functionality that is currently provided, with no requirements to manually correct data
- Increase collection rates and other value-add opportunities for revenues staff with more bandwidth to focus on such areas, and / or reduce headcount.
- Providing a professional communications platform to the whole organisation. This will help the stretched communications team thanks to high levels of automation, and an easy-to-use no-code interface. It will also enable SBC to provide new mechanisms of communication; alerts, reminders, 'Drip Campaigns', 'Re-Engagement Campaigns', powerful customer data segmentation, and more.
- Driving up comms subscribers using govDelivery's unique 'Subscriber Network' of over 21 million UK citizens. This would help with the current only newsletters, which subscriptions are relatively low, as well as any other areas SBC wish to communicate to citizens and staff.
- Reduce the number of unnecessary calls and traffic, due to better communications, and a better online experience, with more forms and data available through a single portal.
- Granicus would expect a good ROI on any, and all aspects of this proposal, and if further assistance is required, we will be happy to help.

Additional Benefits

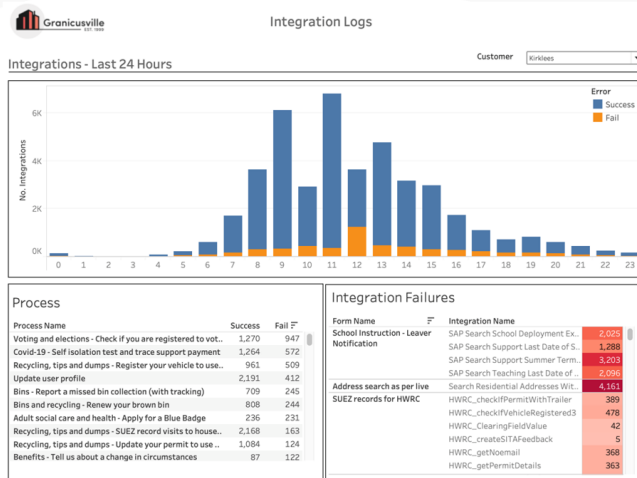
It is likely that there are other areas of benefit that SBC can realise by adopting this approach, as we often find the following with customers in similar positions:

- Reducing print and post volumes via better online services, ebilling, generating PDF attachments (instead of posting) etc.
- Delivering large efficiencies through back-office processes; SBC are already using the Service Designer (forms) solution and recognising some of these gains. However, with further channel shift and deeper buy in for the Granicus Platform, this efficiency could be rolled out further
- Further reducing the need for software and licenses via rationalisation of logins and 3rd party solution. In many instances this may be small solutions, or modules within bigger solutions, such as a pest control solution within a wider environmental package, for example, but the cumulative savings can be considerable and speed up the ROI further.

- Being part of a wider community of over 200 local authorities using govService and govDelivery, the opportunities to share forms, workflow, and integration, and collaborate more widely, will continue, especially with the launch of our new 'govCommunity' portal: <https://community.granicus.com/>
- Reduced expenditure in maintaining GDPR commitments; GDPR capabilities, such as automated retention tools, are built-in to the wider platform. By reducing the underlying IT complexity, providing a single account to citizens, and doing this with a GDPR compliant platform, SBC will be ensuring they can maintain their obligations with minimal effort.
- Granicus are making a big investment in the data and reporting available through our Civic Engagement Platform, particularly govService, which will not only allow real-time reporting to take place using best-of-breed reporting tools, but gives opportunities to standardise data across local authorities, and to embrace AI solutions.



Investing in Data



Powerful new real-time data repository

Investing in highly scalable, extensible data

Connect best-of-breed reporting, analytics, and insight tools

Future proofing – opportunity to work with new tools and AI

Proactive approach to look at demand management and trends

Join up council data silos

Granicus are making big investments in data to facilitate market-leading reporting, analytics, and insight at councils, as well as future-proofing the reporting to embrace emerging technologies, such as AI

Proposed Work Packages and Solutions

A. Re-develop the Customer Portal

This proposal is based on some joint scoping work carried out and includes the capability to replace Astun. It's a relatively straight forward piece of work to replace most of the Astun capability, discussed. Concurrently to this, we can also train you to use the 'Page Builder' functionality within the Customer Portal, so SBC can make some of the modifications and improvements inhouse, in the future. As SBC will have a great deal of control over the Customer Portal and its design, it's a great opportunity to further enhance the customer experience, alongside reducing portals / logins. Some existing customer examples of customised [Customer Portals can be viewed here](#).

1. Home Page Customisation to Replace Astun (not including the My Alerts section):

A separate scoping document [is available here](#); please feel free to read through it. There is a one-off service charge for the widget development and training on the use of Page Builder

Cost for Home Page Customisation

£7,500 (5 days) – 'Customer Success Bundle'.

The Customer Success Bundle, is a bundle of 5 days which comes with a number of additional perks, including an additional strategic review with our Success Team, two direct reviews / feedback sessions with our Product Management team. This is an annual bundle, however, it is up to the council's discretion if the bundle is taken each year, so can be taken as a one-off bundle of 5 days if the council doesn't see further value in subsequent years and decides not to renew it past the first year.

This is a more cost effective way to buy a small bundle of days than our standard day rate (which would have put this price to £7,875), and includes the extra perks of the bundle, listed above.

More information on the Success Bundle is available here:

<https://view.highspot.com/viewer/611b8b31f7794d4b73a65df7>

2. Replacing the 'My Alerts' on My Spelthorne:

We can add a tab into the Customer Portal for 'My Alerts', to replace the existing alerts. However, to power this I would strongly recommend 'govDelivery', as your existing forms / govService solution wasn't designed to provide this kind of functionality. govDelivery pricing is quite flexible, based on the license you require.

By using govDelivery to power My Alerts, SBC will have far more than just an alerts capability for the website, but a powerful government communications platform for the comms and digital teams (and anyone else at the local authority who needs to provide outbound comms, though this can be restricted with granular permissions).

govDelivery will not offer a perfect 'like-for-like' replacement for the Astun alerts out-of-the-box, as it works based on subscriptions and isn't typically setup to send alerts based on distance from a location. This can be done but would need to be setup with the govDelivery API. The API is included, but there would be extra configuration that Granicus / SBC would need to undertake to mimic this behaviour.

https://developer.govdelivery.com/api/comm_cloud_v1/Default.htm#API/Comm%20Cloud%20V1/API_CommCloudV1_TriggeringBulletins.htm%3FTocPath%3DCommunications%2520Cloud%2520API%2520v1%7CCommon%2520Uses%7C_____1

If an exact like-for-like solution is required then I recommend we do some further scoping, as there will be some one-off fees on top of the standard license and setup for us to configure this. However, if a similar, but not identical approach is acceptable, the basic setup for govDelivery will be sufficient.

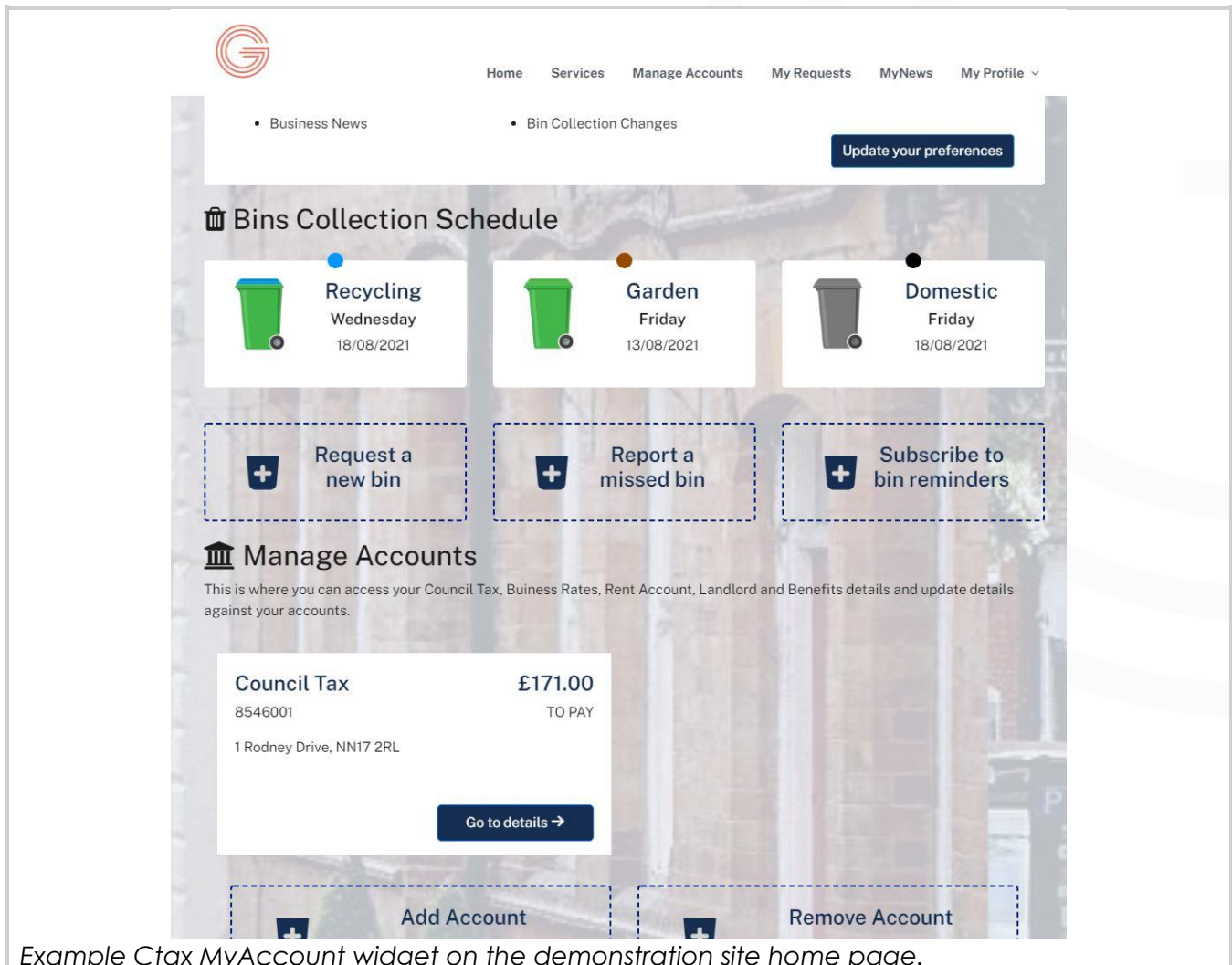
Cost to replace My Alerts

govDelivery pricing is listed below, under **section C: Provide a Powerful Government Only Communications Platform, govDelivery**

3. Revenues and Benefits Widgets ('MyAccounts') in the portal:

SBC can also enable the 'MyAccounts' within the Customer Portal; these are detailed online accounts and ebilling for council tax, benefits, housing rents, and business rates. Though there are 'widget' components to this offering, these go considerably beyond just the personalisation of the Customer Portal aspect, as they are integrated into the revenues and benefits data, they also pull through into the Customer Service Hub (if you adopt that solution). They are a managed solution, so have an additional license and setup cost. Please note that the

For reference, here are some screenshots of the MyAccounts widgets and data pages on the Granicus demonstration site:



Example Ctax MyAccount widget on the demonstration site home page.



My Council Tax Account

8546001

Information about your council tax band and your bill in more detail is available on our [council tax bills](#) page.

1 Rodney Drive

Band: Band B

Summary

Account Details

Payments

Discounts and Adjustments

Apply for a Discount

Documents

Further Help

Summary

The total outstanding balance of your account is **£171.00**

Your next payment of £171.00 is due and will be taken by direct debit **and will be taken by Monthly Payment**

Outstanding Bill


Start Date	Opening Balance	Payments Made	Adjustments	Outstanding Balance
01 Apr 2021 - 31 Mar 2022	£1,707.80	£1,020.00	£0.00	£687.80

Instalments Due

Date	Amount Due	Balance Remaining
01 Nov 2021	£171.00	£343.00
01 Oct 2021	£171.00	£514.00
01 Sep 2021	£171.00	£685.00
01 Aug 2021	£171.00	£856.00
01 Jul 2021	£171.00	£1,027.00
01 Jun 2021	£171.00	£1,198.00
01 May 2021	£171.00	£1,369.00
01 Apr 2021	£168.80	£1,540.00

This information is taken from your council tax account at close of business on the previous working day. Please wait six working days if a recent payment isn't showing. Payments listed on the 'Summary' screen show the year the payment was made. In some cases these payments are for a previous year's debt.

From the Customer Portal, the citizen can drill into the details behind the council tax data, which is the pulled from the line of business system, or a data extract. This detailed information is easy to use, all under the one 'Customer Portal' login, and can be used in conjunction with the revenues forms to replace the need for a revenues portal. MyAccounts have been built for council tax, benefits, NNDR, and housing rents.



[Home](#)
[Services](#)
[Manage Accounts](#)
[My Requests](#)
[MyNews](#)
[My Profile](#)

My Council Tax Account

8546001

Information about your council tax band and your bill in more detail is available on our [council tax bills](#) page.

1 Rodney Drive

Band: Band B

Summary

Account Details

Payments

Discounts and Adjustments

Apply for a Discount

Documents

Further Help

Account Details

This page displays details we store about you regarding your Council Tax account.

Name	Richard Adams Change your personal details
Address	1 Rodney Drive Corby NN17 2RL Tell us if you have moved
Forwarding Address	1 London Street Cambridge Cambridgeshire CB4 0WS
Contact Details	<div> <div>Phone Number</div> <div>01234</div> </div> <div> <div>Alternative Number</div> <div>07123</div> </div> <div> <div>Email Address</div> <div>john@firmstep.com</div> </div> <div> <div>Consider moving to paperless billing</div> </div>
Other(s) Liable	Jane Smith Change liable parties
Authority to Discuss	Jane Smith Add or change parties with authority to discuss


This information is taken from your council tax account at close of business on the previous working day. Please wait six working days if a recent payment isn't showing. Payments listed on the 'Summary' screen show the year the payment was made. In some cases these payments are for a previous year's debt.

The tabs on the left of the MyAccount provide extra levels of detail, ebilling, links to the appropriate forms such as setting up direct debits, changing address etc.

Service
Dashboard
Index
Admin
Settings
Cautionary Contact
Phone Team - A
Welcome to Service

Refuse crew 6 broken down: Refuse crew 6 have broken down and will perform no further lifts today. Re-collection tomorrow.

Search
Customer
Customer by Xref
Cases
mark ramus 12 rodney drive
Search


Mr. Mark Ramus
12, Rodney Drive, Corby, NN17 2RL, United Kingdom,

Self Account Created
No D.O.B. given
uk-sales@granicus.com

+ Raise Case

Summary
Details
Cross References
5
Tasks | Cases
2 | 2
Relationships
2
Notes
2 | 0
Messaging
0
MyAccount

MyAccounts

Council Tax	<input checked="" type="checkbox"/>
Benefits	<input checked="" type="checkbox"/>
Rent	<input checked="" type="checkbox"/>

+ Create Customer
+ Create Group/Organisation


Please note that the MyAccounts can also be exposed within 'Customer Service Hub', as displayed above, which is Granicus' CRM for local government, and is an easy-to-deploy extension to the govService Platform. By investing in the capability described in this proposal, SBC are not building themselves into a corner, and can easily add this capability on at a much lower cost than investing in a whole new platform or a private sector CRM.

As well as re-using the same 'MyAccounts' to provide back-office data to staff through the Customer Service Hub, it also uses the same forms, workflow, and integrations that SBC have already been developing, with just a few clicks to publish the existing content into the CRM interfaces. This makes it very easy and rapid to roll out in the future, should SBC choose this route.

Service
Dashboard
Index
Admin
Settings
Cautionary Contact
Phone Team - A
Welcome to Service

Refuse crew 6 broken down: Refuse crew 6 have broken down and will perform no further lifts today. Re-collection tomorrow.

Search
Customer
Customer by Xref
Cases
mark ramus 12 rodney drive
Search


Mr. Mark Ramus
12, Rodney Drive, Corby, NN17 2RL, United Kingdom,

Self Account Created
No D.O.B. given
uk-sales@granicus.com

+ Raise Case

Summary
Details
Cross References
Tasks | Cases
Relationships
Notes
Messaging
MyAccount

Information about your council tax band and your bill in more detail is available on our [council tax bills](#) page.

1 Rodney Drive
Band: Band B

Summary
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Payments
Discounts and Adjustments
Apply for a Discount

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Your next payment of £171.00 is due and will be taken by direct debit **and will be taken by Monthly Payment**

Outstanding Bill

Start Date	Opening Balance	Payments Made	Adjustments	Outstanding Balance
01 Apr 2021 - 31	£1,707.80	£1,020.00	£0.00	£687.80

+ Create Customer
+ Create Group/Organisation

As per the previous screenshot, staff members can drill into the detail of the MyAccount (council tax in this example), from within the Customer Service Hub, just as a citizen can through the Customer Portal self-service interface.

B. Deploy Advanced Revenues Capability

In partnership with Govtech, Granicus are pleased to offer a unique set of capabilities to SBC in relation to their Revenues Service (with further developments in Benefits due to be offered in 2021). Govtech are experts in revenues, benefits, and process automation. Through this innovative partnership Govtech have re-built their catalogue of managed revenues and benefits processes using the Granicus govService Platform. That means that the forms can be dropped seamlessly into govService customer's Customer Portal (self-service) and Customer Service Hub (CRM) solutions, providing a single place for SBC citizens to interact with SBC, through their corporate service portal which hosts the council's other services. This is all under a single login and common look and feel.

This approach also benefits from govService's market leading forms capability; the forms deployed are modern, easy-to-use, accessible, and secure. A great deal of effort has been invested in the products and the forms to ensure they provide an excellent customer experience, and this is reflected in our industry leading channel shift rates. For example, Nottingham City have achieved overall **channel shift of over 85%**.

Govtech's managed package of integrated revenues services is called 'webCAPTURE'. Another huge benefit of webCAPTURE is the unrivalled levels of casework automation, which typically range from **65 – 75% of all resulting revenues casework**. This leads to huge time savings for staff, which SBC could recognise as a reduction in headcount, redirecting staff to more value-add tasks, or a combination of the two. For example, Kirklees saved 9FTE in staff hours. Staff were all retrained into collections, and they have subsequently reduced their aged debt by £5 million over the last 3 years.

Plymouth

Goal: increase online take up of
Revs and Bens from 28%

 **97%** Self Service take up

 **10k** Automated transactions
(1 month)

 **70%** Full automation



More than 65% of all
customer service
requests made to the
council were in relation
to Council Tax or Street
Services. Uptake and
service was poor

 govTech and MyAccounts

Plymouth City Council replaced their existing Capita portal with a combination of Govtech's webCAPTURE solution, and the Granicus MyAccounts, delivering huge improvements in self-service uptake and automation levels, comfortably within the first year of operation.

Target high transactional processes



webCAPTURE provides a comprehensive array of revenues processes, with the ability to configure the automation levels to suit the local authority

Cost for Govtech webCAPTURE

This cost is to be agreed, and will need discussion with the local authority, and working through the Govtech calculator, which also demonstrates ROI. **TBC**

Cost for the Council Tax MyAccount

£8,500 – Implementation, one-time fee

£11,500 – Annual SaaS License

Cost for the Benefits MyAccount (should SBC want to pull benefits data into Customer Portal, also)

£8,500 – Implementation, one-time fee

£11,500 – Annual SaaS License

Please note that we also offer a Business Rates MyAccount, and a Housing Rents MyAccount, which are costed the same as above.

C. Provide Powerful Government-only Communications (govDelivery)

govDelivery is in use with over 200 government organisations in the UK, and has been designed specifically to provide government communications, only.

govDelivery is integrated to the wider govService Platform, and as such can be used to help drive channel shift, and vice versa. For example, a citizen raising a missed bin case, can be prompted to let them know automated bin reminders go out the night before their collection is due and, assuming they haven't already subscribed, prompt them to subscribe to the alerts. And vice-versa, automated campaigns can be setup to drive customers into self-service, to alter their behaviours, and to launch new online services and capability.

govDelivery can also enhance the success of the Govtech WEBCAPTURE solution, in the same way described above. It can be used to push revenues and benefits customers into the self-service forms and the Customer Portal, and can be used to enhance the citizen journey for a customer using the revenues and benefits forms, as described in the 'User Journey' image, above.

govDelivery

Engage Citizens, Drive Action

Email, Social & Text Messaging Solutions



The Challenge

These days, updating a webpage isn't enough. To achieve your goals as a government communicator, you have to engage with citizens everywhere you can: in email inboxes, on mobile devices, through social media. Defining a communication strategy that hits the most relevant audience, managing the volume of messages required across your organization, and ensuring you have the right approvals and security can be a challenge.

govDelivery is a feature-rich solution which brings a number of significant benefits, some of which (like the Subscriber Network), being completely unique to govDelivery:

- govDelivery is the UK government market-leading communications platform and is used in Central Government, Local Government, the NHS, Housing, and Blue Light Services.
- govDelivery is highly secure with ISO27001 and Cyber Essentials Certification, it's accessible to WAI AA or AAA standards (depending on templates) and is GDPR compliant. It's also available to buy through the Crown Commercial Services GCloud.

- govDelivery and its ongoing development are purpose-built for government, so new features, and capabilities we add will all be relevant and are delivered on a regular basis at no extra cost or inconvenience, as govDelivery is a fully SaaS platform.
- We have by far the highest deliverability of emails as we have trusted relationships with ISPs; only government send messages through our platform, where most other communications platforms can be used by anyone, so typically get a lot of emails caught up in spam filters.
- We have a unique 'Subscriber Network' of over 21 million users in the UK i.e. citizens and businesses who have subscribed to a govDelivery account. We cross promote subscribers using this network, which helps organisations rapidly drive-up subscriptions using our existing community of subscribers
- We offer the greatest reach and engagement capability of any platform, so you can rapidly build a large subscriber base, and keep them engaged with different campaign types, great deliverability rates, A/B testing and more.
- High levels of automation, allowing you to build campaigns and rules that automatically send and segment data, whilst reducing the workloads on busy comms teams with limited staff and resources
- Unique, advanced data segmentation options allow you to drill into your audience demographics, to target groups with highly relevant, focussed campaigns. For example, you may wish to target a group of individuals in a specific age range, in a particular area, and with an interest in certain topics you have published; you can create a 'segment' for this, and govDelivery will automatically maintain the list of appropriate customers.
- govDelivery is a low code platform with drag-and-drop interfaces to build templates, manage campaigns, run reports, administer the system etc. This makes it easy for non-technical staff to pickup and use, with training taking only a day and most sites setup, running and trained within a couple of weeks.
- Comprehensive, built-in reporting is easy to use and requires no development or configuration; it allows you to measure your subscriber growth, check deliverability, open rates, click through etc. This is fantastic for a continual improvement process as well as reporting back on KPIs and checking which if your communications are most read / valuable.
- Built-in AB testing enables you to run campaigns side-by-side with minor alterations, to different segments of your target audience. The most 'successful' campaign will then be sent to the remainder of your target audience, and a report generated so you can see what is working (and what isn't!). Note: AB testing comes with the govDelivery 'Professional License'
- The SaaS license allows you to send as many emails and have as many staff using govDelivery, as is required.
- govDelivery can publish content to multiple channels all at the same time, including emails, twitter, Facebook, and RSS. You can also extend this to include SMS messages through optional text message bundles. This is particularly useful where you have more urgent comms or for alerts and reminders. Many local authorities use the SMS bundles for emergency planning, for example.
- You aren't just licensing the solution (govDelivery), but also the service. As part of the license, organisations have access to detailed, online 24/7 support, we have a UK-based support team (as well as a support team in the US), you can access our designers to help with templates / designs at any point in time should you need it, at no extra cost, and you will have a dedicated Customer Success Consultant, who will work with you on a regular basis to ensure you are getting the most from the platform.
- We understand government; the support and resources we provide are focussed as such. For example, we recently published a free vaccine comms 'playbook' to help organisations deliver excellent communications on this tricky topic:

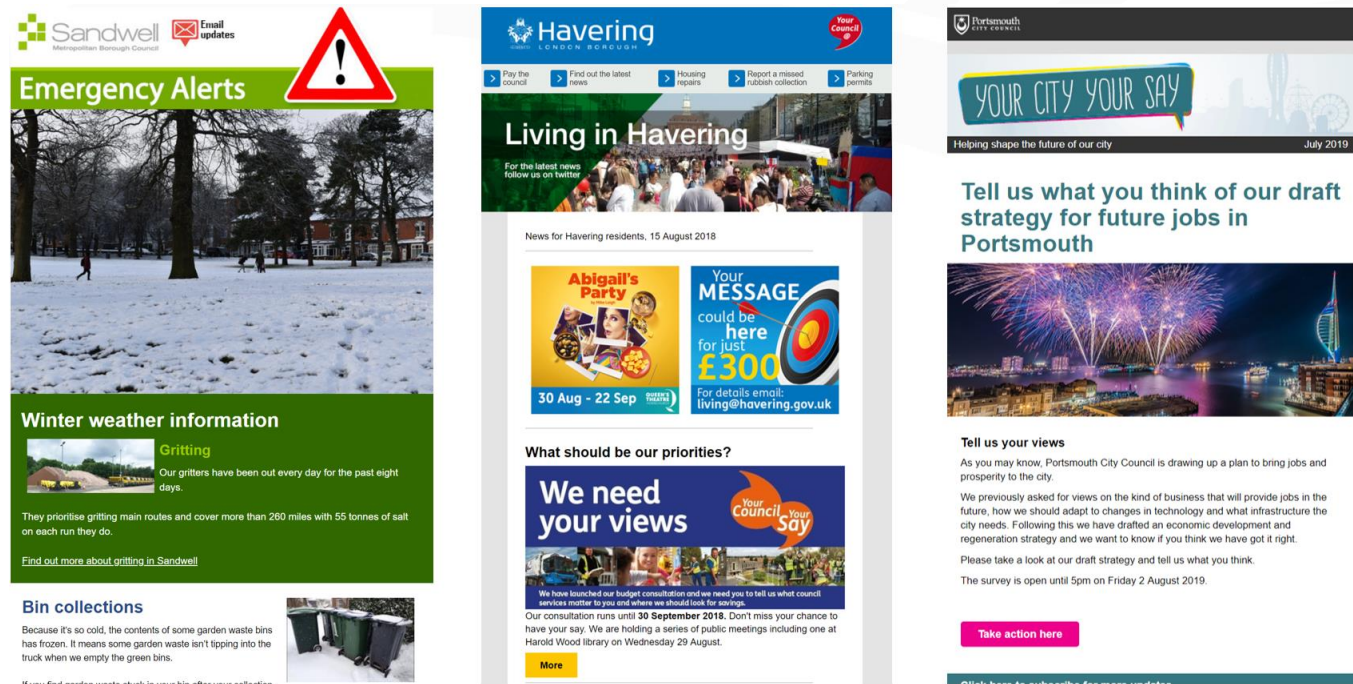
<https://view.highspot.com/viewer/609d51b18117171f7a2a47d6>

We also publish other government resources, such as our annual engagement reports:

<https://view.highspot.com/viewer/60acd468a4dfa0541ccc0a3d>

<https://view.highspot.com/viewer/60acd4c466bbba0da0b674fc>

Thanks to the reach of the 'Subscriber Network', we envisage that we can help SBC rapidly grow the existing newsletter subscriber base (as well as import the existing contacts) and offer the comms team a great deal of other capability to expand email communications and social media posts, much more widely.



Costs for govDelivery:

govDelivery has quite a flexible licensing model, depending on SBC's requirements, and budget. A few examples, from the lowest cost to the full enterprise package, have been costed below.

10-topic 'Basic' license: £4,200 per annum, £1,680 implementation, one-time fee.

10-topic 'Professional Package' (includes the basic features): £6,720 per annum, £2,688 implementation, one-time fee.

Unlimited Basic Package: £8,388 per annum, £3,355 one-off setup

Unlimited Professional Package: £10,908 per annum, £4,363

All the packages include unlimited email sending, unlimited staff accounts / internal comms, and unlimited subscribers. The only limits are if you opt for a 'limited topic' package. Implementation includes training and development of templates and website overlay in conjunction with our designers. There is also unlimited access to support and online knowledge articles and training. The License includes an annual remote training course to 'top up' existing users, or train new staff, as required.

SMS messages have a carrier charge which we pass on in bundles. There are a number of bundles, here are a few bands:

30,000 messages: £1,308

60,000 messages: £2,580

100,000 messages: £4,260

D. Offer the option to expand the digital platform with a CRM

The govService Platform comes with a module called the 'Customer Service Hub', which is an extension to the core platform, building on the forms, integrations, and workflow which SBC have already been developing. It rapid and cost effective to add on, and provides a dedicated CRM capability, specifically designed for local authorities. It doesn't require extensive development in order to deploy into a fit shape for a local authority, such as a private sector CRM, but it has all of the required capability, and is much more powerful than 'CRM Lite' solutions offered, striking a good balance of cost, functionality, ease of use, and speed of deployment.

In terms of deployment, for existing customers such as SBC, deployment, training and configuration, can be completed in as little as a few weeks, depending on council availability for training etc.

For a high level overview of the Customer Service Hub, and the benefits that CBC will receive by deploying it, please see the ['Benefits of Customer Service Hub'](#), here.

Costs for the Customer Service Hub (as of the time of writing)

£6,500 – Implementation, one-time fee

£20,150 – SaaS annual license, for up to 15 concurrent customer services staff. Additional logins are £748 per annum, each.

Appendix A – Optional Solutions

Calendar Bookings

The Granicus Calendar Bookings expansion enables clients to add live bookings into their forms. The feature integrates directly with common calendar providers such as MS Exchange and Google, allowing availability to be queried and presented back for selection in real time. Several calendars (team 1, team 2 etc.) can be integrated with the form dynamically selecting the appropriate calendar based upon defined criteria such as the user's input e.g. request type, location, severity etc. This dynamic capability extends to slot durations, granularity, and working times which can all be configured as hard-set options or dynamic options which change based on selected form options, providing maximum flexibility.

Selecting a slot automatically places a temporary reservation within the calendar preventing the slot from being double booked. Upon completion of the form and any mandatory actions such as taking a payment, the slot is updated to a confirmed booking. Standard platform notifications can be configured to provide confirmation to the customer as well as a reminder before the appointment is due e.g., SMS reminder the night before.

Additional functionality can be added on a process-by-process basis such as allowing customers to reschedule the booking within defined rules and complete any required actions such as making an additional payment.

The calendar booking expansion can be added to any form as required by the client with typical examples including booking home visits, i.e. (pest control treatments, special collections), office-based appointments with specialists (i.e. reception, housing, environmental, social care and registrar teams), MOT's at client test stations, and even internal resources such as meeting rooms, equipment, pool cars, catering etc. Combined with the optional Kiosk solution, customers are also able to self-check-in for appointments on arrival.

Costs for Calendar booking

£4,000 – Implementation and activation.

£3,900 - Integration with up to 50 calendars, annual SaaS license. Please note a larger license for 500 calendars is available at £8,050 per annum

Freedom of Information Managed Solution

The Granicus Freedom of Information application is the ideal solution for handling all FOI and EIR requests. It removes any avoidable contact by mandating customers to search the included FOI disclosure log for previous requests of a similar nature. Where a similar request is identified, customers can open the request and view the disclosure details removing the need to log a duplicate. Where an answer cannot be found, the customer is permitted to proceed and enter the new request details.

Logged requests are assigned to relevant back-office team for review. Several actions can be taken such as referring the case back to the customer for further information, extending the response deadline, requesting contributions from multiple departments/stakeholders, or responding directly to the requester. The solution includes definable SLA's and supporting escalations to ensure requests

are handled within appropriate time scales, optional approval stages, customisable response templates and customisable notifications to keep customers updated on progress. A follow-on internal review stage is also included allowing customers to appeal where they believe they have not been fairly treated.

This pre-built FOI solution can be enabled on your govService platform within very short time scales enabling clients to quickly and easily introduce new services.

A 1-pager is available here:

<https://view.highspot.com/viewer/613b634a55b5fdf1c5b435e8>

Costs for the FOI Module

£7,000 – Annual SaaS license for unlimited staff and admins

£15,500 – Implementation and configuration

Digital-first customer engagement

A solution overview

Prepared for The Customer Service Transformation Team

Spelthorne Borough Council

Andrew Walker





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1 Executive Summary

The Spelthorne Borough Council's (Spelthorne) long-term strategy recognises that investment in digital transformation will enable residents to have better to access services. And, in a drive to efficiency, the council is looking to produce ongoing revenue savings and to add income.

To achieve this there is a proposal under review for a new vendor solution set. Netcall is very proud that in 2019, Spelthorne chose our tech to help them transform customer services. The council already has two of the four solutions on our platform. We suggest that there is a crossover with the new vendor proposal. And, we will show how Spelthorne can maximise their current investments. We'd appreciate the executive's consideration of extending their investment to maximise their current resources.

Current customer investment extension:

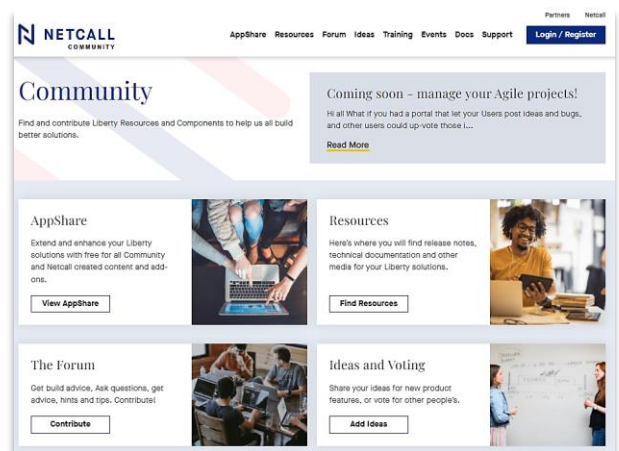
As current solution users Spelthorne, we acknowledge the current investment. Your customer loyalty is valued and offers an opportunity for positive pricing. An indicative pricing has been supplied, which needs to be formalised once the council wishes to move forward. As users of EDEN, a further incentive is available to assist the migration move to Citizen Hub. *(Eden is used as middleware and has been replaced by The Citizen Hub Framework which is designed to deliver integrated digital transformation)*

This document works to provide information on how with a modest investment, Spelthorne Borough Council can:

- ✓ Maximise its current Netcall and other legacy tech investments (e.g.: Capita or Civica)
- ✓ Deliver efficient, good quality services, and open income generation potential
- ✓ Achieve 75% digital-first, yet reach 100% of customers on their channel of choice
- ✓ Achieve future council digital independence as you upskill staff with free training
- ✓ Make ongoing revenue savings by replacing point solutions year-after-year
- ✓ Ensure IT control and governance
- ✓ Avoid purchasing duplicate solutions

More than a solution set, Netcall's Local Government customers enjoy an active forum, user group, shared apps and can use widgets and other time-saving resources. Our community works together. [Why not take a look?](#)

Note: To enable readers to seek information please find links, to both within this document as well as pointing to external sites throughout the text. Thank you.



1.1 Background

Following a tender exercise back in 2019, Spelthorne awarded Netcall provision of [Liberty Converse](#) (omnichannel contact centre) and [Liberty Connect](#) (comms/messaging). *The currently deployed solutions are indicated in the diagram with salmon infill.*

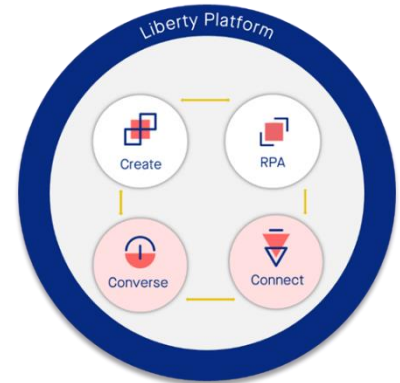


Figure 1: Liberty platform
see [detail below](#)

These two solutions are already helping to drive change and improvement in your customer services. Your teams have feedback from your teams, the solutions:

- Enable your teams to work from anywhere with full control
- Give insight with real-time dashboards and reporting across all channels
- Provide increased oversight with full audit trails
- Offer the opportunity to update and increase the effectiveness of customer processes

Why consider expanding Netcall's support

For over 20 years' Netcall's has developed deep channel shift expertise within local gov. Working alongside our customers we have developed a sector-specific single platform of integrated solutions. This platform empowers councils to achieve digital independence, as proposed by the Digital Declaration.

Our approach is delivering outstanding results for councils. Our customers have had their achievements validated by external peers, too!

We are proud and delighted for the councils, that for the **3rd consecutive year**, Customer Council Teams using [Citizen Hub](#) have been awarded [Best Transformation Team Award by iESE](#). In 2022, in this category there are two customers as finalists out of three possible finalists.



Transformation needs are high, budgets are short and staff resource is scarce. Working with our low-code platform delivers cost-effective process change, fast.

Our cloud-based integrated platform frees your teams to deliver what matters to residents and helps your staff become more productive. Managers get hands-on control with real-time data for effective decision-making.

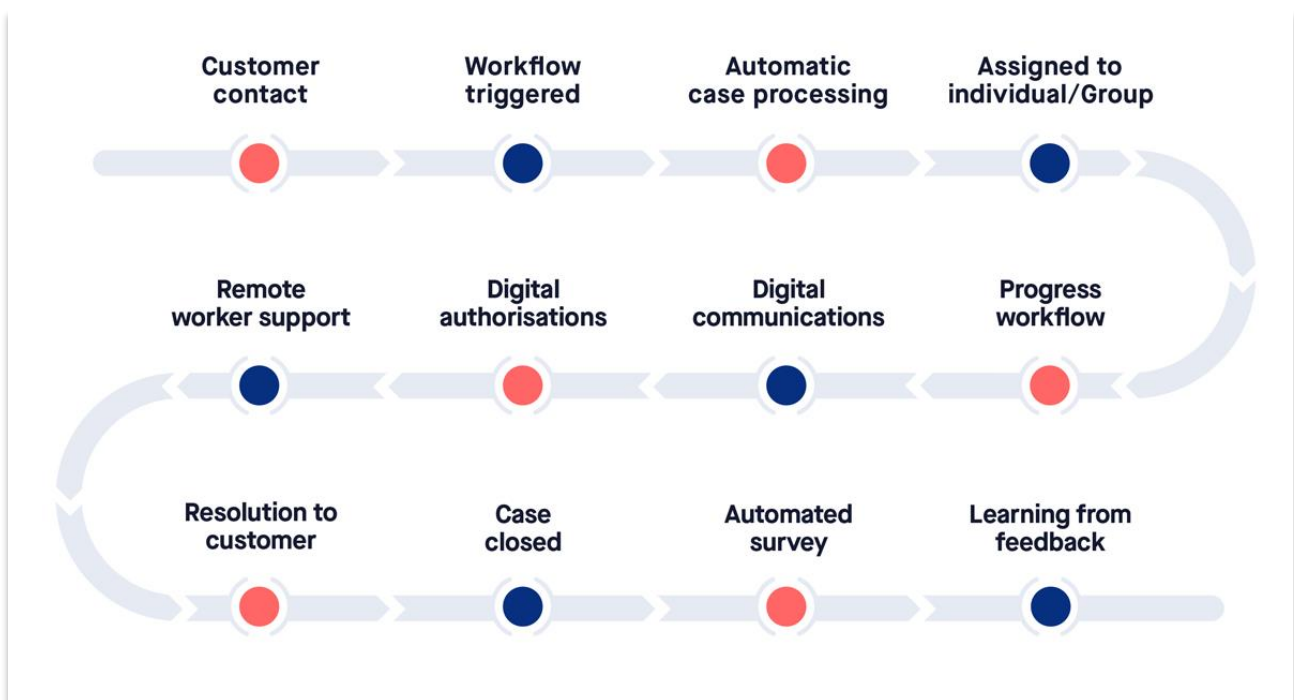


Have questions? You'd prefer some independent input?
No worries [Dave Briggs, Sensible Tech](#) (formerly Head of Digital at Croydon) who has used the platform at two different councils, offers you some food for thought.

1.2 Helping you to deliver an end-to-end user journey

The discussion that follows focussed simply on how we can empower Spelthorne to achieve an **end-to-end customer journey**. To meet the councils strategic goals, this journey must also deliver benefits to staff and management. Besides, it should help produce ongoing revenue savings and create capacity for income growth for the council.

Delivering an end-to-end journey with ongoing feedback, enabling continuous improvement



From the first point of your customers' contact on any channel, through the entire life of the requested process, you support every needed department, including any remote/mobile worker to achieve resolution. Then, you close the loop with automated feedback.

You can too!

Using an end-to-end approach council's teams are growing capacity by removing failure within their old processes. In this example see the revenue growth results.

- ✓ **35%** revenue growth in garden waste over three years (>300k)
- ✓ **82%** digital uptake with customers self-serving
- ✓ **28%** customer growth (from 15,000 bins to over 21,000)
- ✓ **50%** reduction in customer churn (from 10% to 5%)

iESE Winner 2022 results

1.3 Our offer: make **more** from your current investment

Instead of considering options that may lead to rip and replace, we suggest that Spelthorne consider how adding **one solution**, Citizen Hub Framework on Liberty Create could make a difference. It will maximise your current investments and lead to digital independence at a lower cost. *(As detailed earlier you are a current user of EDEN and this would migrate you to our updated solution designed specifically for Local Government.)*

We're offering you the opportunity to consider having an end-to-end journey supported by [integrated tech](#).

The steps would include:

- ✓ Add Citizen Hub framework from Liberty Create, gaining case management and customer portal.
- ✓ Maximise the functionality and deep integration possible with Connect and Converse. Deliver award-winning self-service and empower your staff.
- ✓ Be future ready and become digital independence. You are able to build apps as you need them or add intelligent automation with Robotic Process Automation (RPA), when appropriate.

Citizen Hub Framework is built with councils for councils, and designed to promote sharing. You can:

- ✓ Tailor other council's apps to meet 100% of your needs
- ✓ Create processes you need, when you need them, at no extra cost
- ✓ Gain efficiencies and make savings with deep integration
- ✓ Improve customer access and satisfaction with proactive comms
- ✓ Upskill your teams and drive meaningful transformation
- ✓ Go digital and save postage and print

The functionality and benefits are detailed below.

"The platform has enabled the council to respond immediately to the requirement to issue much needed grants to local businesses during the pandemic, there is no doubt that it saved us time and money.

Liberty Create underpins our digital ambitions to deliver more services entirely electronically and we are really impressed with the improvements we have made"

Councillor South Hams and West Devon, 2022 iESE finalist

1.3.1 Citizen Hub framework: includes case management and a customer portal

Purchasing the Citizen Hub framework provides both case management and customer portal capability. Also, as it is built on our Liberty Create low code platform, the council gets access to its full functionality. This means that in the future when needed /useful the council is free to build any applications it chooses, at no extra licence cost.



Using the Liberty Create platform, [Adur and Worthing](#) have built many successful solutions. One of which is a social housing repairs service. This includes self-serve appointment booking, operative scheduling, and field work.

- ✓ 6,850 homes managed
- ✓ 17,900 repairs a year
- ✓ 24/7 availability
- ✓ 86% customer satisfaction

***Similar tenant repairs functionality is now included on our AppShare*

As standard, the Citizen Hub (built on Liberty Create) has the ability to create a case / golden record. Then, it delivers more. Each case is linked to a complete process that can be update and improved at any time. As any process follows its designed workflow, it will inform each team member of the work required, as it is required.

No more re-keying, no manual work, no data silos just end-to-end joined-up processes. This helps colleagues to work effectively and productively together.

All templates are based on GDS standards. It will allow customers to self-serve as they access services and information specific to themselves.

During the completion of their tasks, colleagues will be asked to supply reports and feedback for each case. Remote workers using mobile devices can complete tasks offline, reducing the need for in-office or separate admin time.

As part of the workflow, the council can build proactive updates that automatically fire communications. These are usually triggered at key stages of any application/request. Additionally, residents can be updated

“The impact that this team has had across the organisation in the last 30 months has been significant. They have introduced cutting edge solutions to solve problems including robotics, building new systems and process redesign. The improvement in our customers experience has been huge.

The team are always proactive, flexible and have earned the respect of their colleagues across the Council.”

Cabinet Member and Portfolio Holder for Customer and Digital: 2020 award winners

with relevant information at any time. (see [more](#)). Using proactive feedback reduces inbound customer demand on other channels and releases valuable advisor time.

Advisors can access a single view of the case to monitor progress that advisors can access can be managed and accessed allowing progression via the inbuilt workflow. ([see more](#))

The transaction can be captured on any channel that a customer decides to access. This reduces failure demand and prevents the duplication of cases. It also provides valuable customer preference intelligence, building data for future communications campaigns.

1.3.2 Maximise available functionality: Connect

Spelthorne already has a comms platform, Liberty [Connect](#), in place. This solution is designed to keep customers updated via email, SMS, and any other channel the council wishes to use. This includes Facebook Messenger and Twitter DM.

[Croydon Council's](#) digital team delivered a robust business case.

- ✓ They will save >£1 million over 5 years by replacing their legacy CRM.
- ✓ Staff are trained and empowered saving 58% of previous consultant fees.
- ✓ They have / and are developing a sophisticated suite of apps, with a big team.
- ✓ Even so, they continue to save time (½ or full days) each week using widgets, integrations and patterns from the AppShare.



"[Cairn](#) is able to connect tenants with advisors on their channel of choice, including Facebook Messenger or web chat.

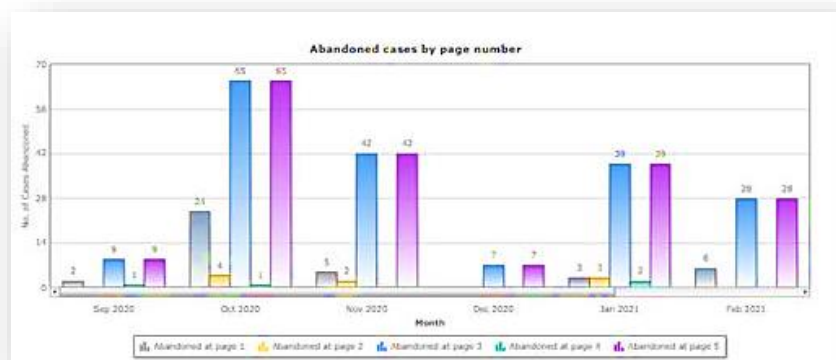
Social media has provided tenants with more options for contact, but it's also meant cases have been logged much quicker."

The seamless integration with [Converse](#) means all interactions are captured against either the individual customer or case. Data is available in real-time on dashboards for all team members for instant awareness and resource deployment.

Management gain full visibility of the end-to-end journey. This improves the accuracy and relevance of reporting for example on SLAs. The 360 data view also provides the opportunity to consider improvements to minimise bottlenecks or remove concerns.



These are example graphical reports. All data can be reported on. Dashboards and reports are easy to create. Users use widgets that they drag and drop into place.



1.3.3 Future ready: add RPA when appropriate

Being future ready is important. Our integrated platform means that as the council finds it business appropriate it can seamlessly add to its efficiency by adding the [integrated Robotic Process Automation \(RPA\) solution](#).

"90% of large organisations globally will have adopted Robotic Process Automation in some form by 2022".

As enterprises look to reduce costs and bring efficiencies, automation will take over routine, repetitive tasks and free-up employees to focus on other higher-level activities.

Gartner

2 A unified digital platform with a growing community

2.1 Liberty: the platform advantage

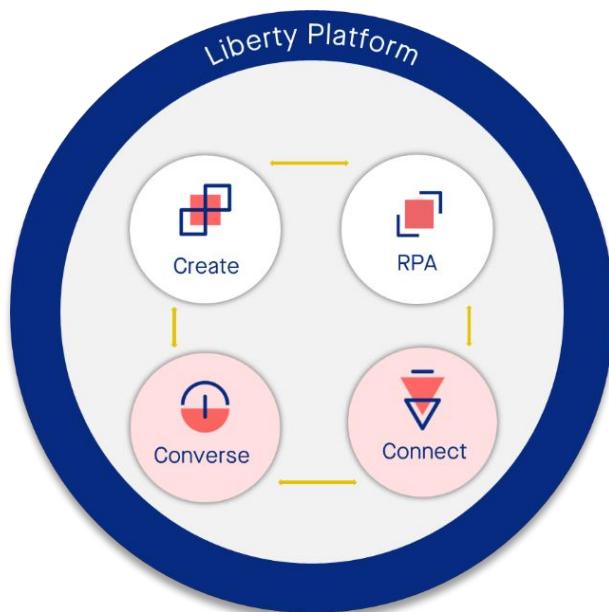
Our platform has four solutions that work together to deliver better experiences for customers. They improve staff efficiency and the value they can add. The real-time dashboards, alerts, and data provide management with instant visibility and uncover trends. Resource management and areas of bottlenecks are quickly spotted and managed. The platform has four functional areas:

Converse is a complete omnichannel contact centre solution (shown below as already in use by Spelthorne Council)

Connect is a cloud conversational messaging and bot solution (shown below as already in use by Spelthorne Council)

Create with the **Citizen Hub Framework** is designed especially for local government delivers digital independence with low-code software development

RPA is a robotic process automation solution.



- ✓ Deliver end-to-end process capability
- ✓ Remove data silos and manual work arounds
- ✓ Gain insight from real-time data and team alerts
- ✓ Intuitive for advisors, admin and remote staff
- ✓ Improve staff productivity with case management
- ✓ Drive channel shift, yet use all channels
- ✓ Deliver ROI in Year 1, add new savings every year
- ✓ Improve accessibility and use GDS standards
- ✓ Secure, promotes IT governance and control
- ✓ Offer Customer Portal with two-factor authentication



Crown
Commercial
Service
Supplier



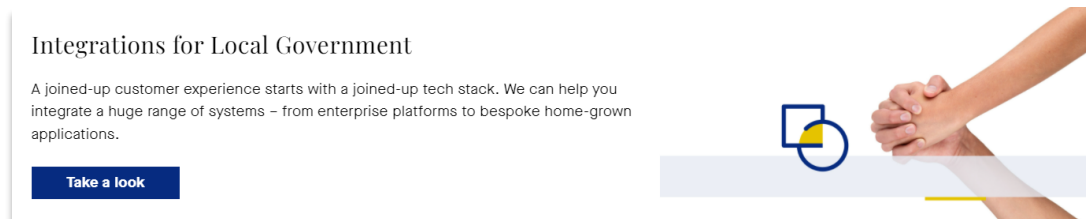
Investment already made:

Spelthorne Council has already made a platform investment. Easily extend with Citizen Hub framework on Create and deliver the certainty of friction-free deep integration. You'll gain the added benefit of putting Spelthorne Council fully in charge of its digital future.

Low-code enables you to broaden your talent pool of scarce IT and digital resources with our formal or free e-learning. They then build and tailor every process to fit 100% of your needs with no extra license costs. No more waiting for vendor decisions. You gain digital independence and can extend your return on investment benefits of Converse and Connect. As well, you'll harness more value from your legacy finance and other systems (*such as Capita or Civica or be able to replace legacy solutions such as Booking Live with our solutions and functionality offered by the included Framework tool kit.*)

2.2 Integrations make your legacy tech work harder for you

With Liberty, there is no need to rip-and-replace. Instead, the focus of our solution set is to support our local government customers to deliver improved productivity and citizen engagement. We know that end-to-end service is only possible with tight integration. Citizen Hub was designed to support the [Digital Declaration](#) and promote co-creation and interoperability. We have a wide range of current [integrations](#) and continue to work with our user community to develop more to be shared on our AppShare.



Proprietary data adaptor: OPA

We have committed time and resources to develop deep integration expertise and have created our On-Premise Adaptor (OPA). This specialist proprietary functionality accesses live data feeds from legacy systems. It processes (i.e. extracts and/or transforms data) and stores the payloads where required, either on-premise or in our cloud-deployed solutions.

Digital letters, fast and accurate

Replace 99% of letter templates stored in MSWord. Develop digital letter templates with conditional formatting to fulfil specific departments' needs.

- ✓ Extract hard to reach data from Legacy systems
- ✓ Maximise benefits of prior investments
- ✓ Achieve on-going savings with point solution replacements
- ✓ Rapid integration with OPA
- ✓ Retire Word doc templates and keep letters updated
- ✓ Improve information governance and audit control over printed assets

The OPA makes easy work of pulling selected data from your systems and creates the digital letters. It generates the required departments' letter, then digitally stitches it together with any other assets needed for the customer.

These are either sent as PDFs via email, or can be sent to print queue. You will significantly reduce print and post volumes making cashable savings.

2.3 Communications under your control

Keeping customers updated about any request improves customer satisfaction and reduces failure demand. With spam messages on the increase, residents might be wary of outbound media that does not link directly to their needs. Council's will want to avoid resident's wanting to unsubscribe.

Maintaining strong comms links with residents is important such as send news about case updates, reported items, bin collections, or adverse weather. Otherwise residents who miss this information are likely to create a demand surge into the customer service centre.

With Connect (already deployed at Spelthorne) integrated with Citizen Hub, the council is able to send comms to the details provided by residents, on any channel. This data, without cost, comes from the council's data base or the information provided by the resident.

3 End-to-end platform benefits and outcomes

3.1 Digital first: yet 100% customers on their channel of choice

Move **75%** of customers first to self-service. Using integrated end-to-end digital processes together with structured e-forms and/or intelligent web assistants (chatbots) you'll support those that can self-serve.

These forms and chatbots smoothly guide residents to their desired service outcomes, without them needing to speak to an advisor. You tailor the outcomes and can add any new questions as situations change. Their end-to-end integration with your legacy systems

The result is that the **1 in 4 residents** who do need tailored assistance find that advisors have the time to rapidly resolve their query

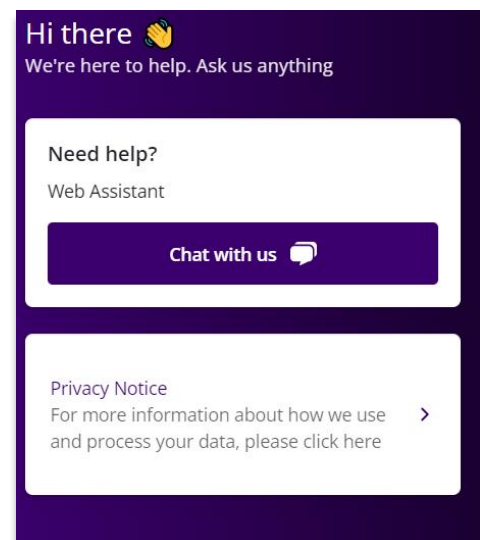


Figure 2: Web assistant

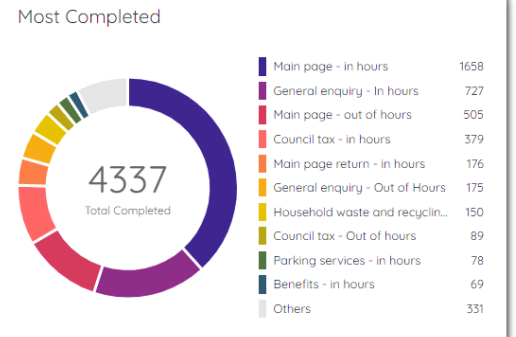
3.2 Easy to use self-service portal

We know that for the majority of tasks, residents prefer the fastest option. Typically, when forced to log-in to report a minor issue, residents will instead pick up the phone. You want to prevent any extra calls.

An attractive self-service portal can make a real difference. For ease of use and accessibility our templates use GDS styling.

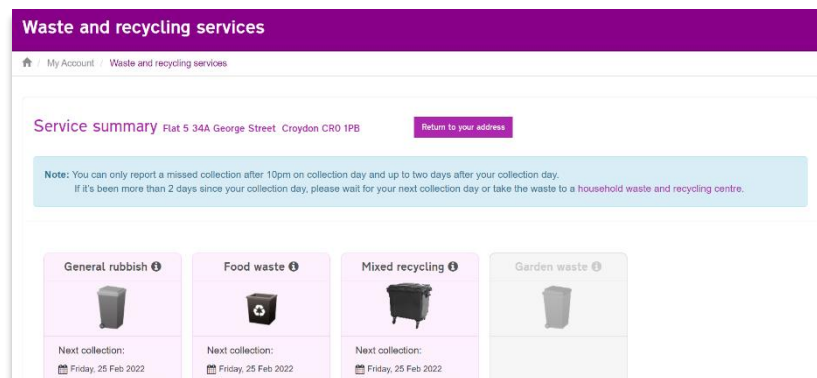
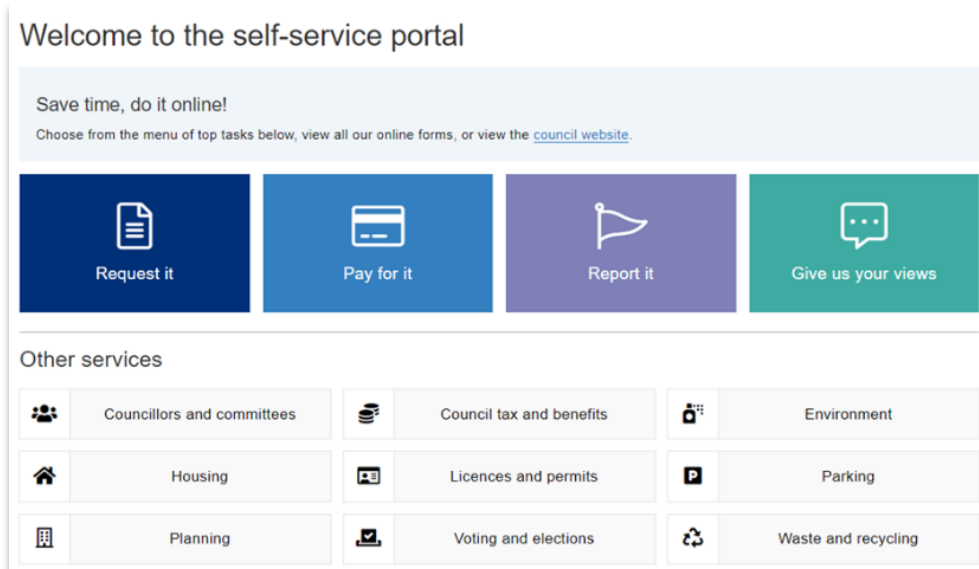
Our customer stories show how:

- ✓ **South Hams and West Devon councils** have reduced their volume of inbound requests needing handling to **25%**.
- ✓ Web assistants at **Blackburn with Darwen council** handle **70%** of inbound web queries.



It's reassuring that Citizen Hub comes with the built-in ability for residents to report minor issues anonymously which saves the council unnecessary contact.

Figure 3: Web assistant outcomes



3.4 Single view improves advisor productivity and morale

The integration of the contact centre with case management provides a single view customer record for advisors. The tight integration with our omnichannel contact centre provides them at-a-glance updates of all the contacts for the case on which they are working.

This reduces their work effort and improves customer satisfaction. Feedback from advisors shows they find that the processes are intuitive to use and make work easier and faster.

Additionally, removing routine work opens an opportunity for colleagues to cross- and up-skill. The capacity of the team improves as everyone learns all the tasks. Supervisors monitoring work demand can reallocate resources so work is fairly balanced across teams. This adds to morale and promotes team harmony.

- ✓ *"The old system was very frustrating to use. Working smart was hard and being efficient at my tasks was difficult. That's all changed now"*
- ✓ *"Very responsive and quick, unlike our old system"*
- ✓ *"I really like that I can see the whole email trail and respond to this. It helps me to do my work"*
- ✓ *"It's so easy to learn how to use it as much of it is intuitive and I don't have to refer to manuals"*

Verbatim feedback from Customer Service Advisors

Case Management

Dashboard and Reporting

Admin Console

Search

Search for address, case description, name, etc

Case type

All

Case sub-type

Select CaseType first...

Section

All

Case owner

Please type to search...

Created after

dd/mm/yyyy HH:MM

Status

All / None

☐ New
 ☐ With 2nd Line
 ☐ Awaiting Acknowledgement
 ☐ Awaiting Acceptance
 ☐ In Progress
 ☐ Complete
 ☐ Cancelled

Case number	Date Status	Date created	Remote MATS ID	Service Line	Person	Address	Date completed	Days to acknowledge	Days to accept	Days to complete	Forwarded Owner to
View 1165995	-	21/02/2022	1165995	AWES > Seasonal / Events / Occasional > Log Call Only	Stuart Mullan	17 TESTING ROAD WORTHING BN99 9XX	-	0	0	0	- -
View 1165871	-	21/02/2022	1165871	CTax > Discounts & Exemptions > Single Person Discount	Mrs. Keith Langfarm	13 BEACHCROFT PLACE LANCING BN15 8JN	-	0	0	0	- -

Figure 6: Single view case search and detail screens

3.5 Secure customer portal for personal transactions

A fully integrated customer portal comes standard within Citizen Hub Framework. The two-factor authentication reassures residents that their council tax, or, revs and bens details, are secure. Accounts are securely linked to provide friction-free legacy systems access. We integrate with Gov Pay and other payment providers.



Figure 7: Unified account and detail views

Home / Account Summary / Account Statement	
Account statement for 2012293009	
Charges	
Outstanding balance from previous years (may be subject to recovery action)	£0.00
Current year charge	£998.29
Reductions	
Discount total	£227.69
Council tax reduction	£680.20
My account balance	£90.40

Customers at this London council use their secure portal to link their council and their **Civica Open Housing** accounts.

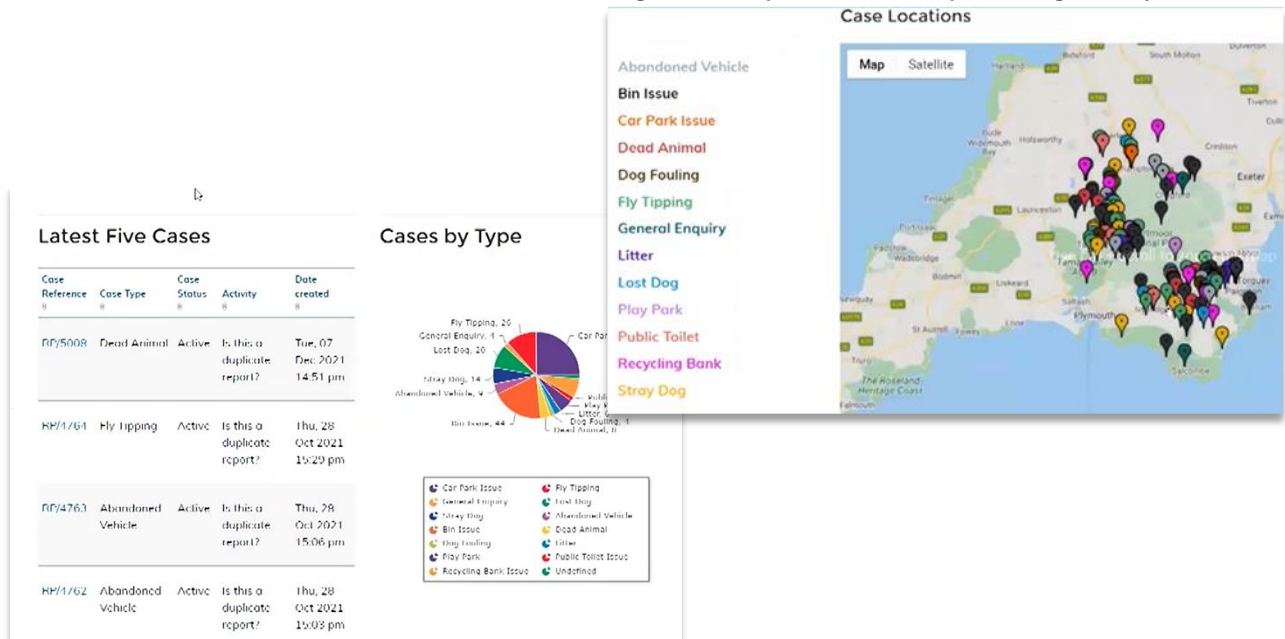
- ✓ Access to information improves with the single view of data from various back-end systems.
- ✓ Users get the information they need, the way they need it
- ✓ The council can continue to derive value from prior investments.

3.6 Real-time reporting

All data is available for reporting.

It can be displayed in a flexible number of formats. Creating dashboards is via drag and drop widgets, making it fast and easy.

Figure 8: example dashboards/reports using TEST system data



Dashboard	Appointments	Search	Tracking	Operatives	Inspections	Voids	Addresses	New Build Defects	Bulk	Repairs Admin	External Admin	System Admin	Reporting
West													
Central													
East													
Emergency Jobs Pending	8												
Awaiting Booking	15												
Appointment Confirmed	13												
More time required	0												
Materials required	0												
Chargehand / MO required	1												
Scaffolding required	1												
Emergency Jobs Pending	17												
Awaiting Booking	38												
Appointment Confirmed	22												
More time required	0												
Materials required	1												
Chargehand / MO required	0												
Scaffolding required	1												
Emergency Jobs Pending	2												
Awaiting Booking	18												
Appointment Confirmed	5												
More time required	0												
Materials required	0												
Chargehand / MO required	0												
Scaffolding required	0												

3.7 Enabling rapid innovation

The agile nature of development allows the digital team to test novel ways of achieving their goals with minimal risks.

Our customer work to push boundaries and a recent example for Cumbria is the use of 'What 3 Words' for reporting.

Cumbria's digital team are 2020 and 2021 iESE award winners and their management refer to them as the "Go-To problem solvers"

"The time What 3 Words saves is unmeasurable in my view. It allows the service to respond quicker and save money on abortive time looking for defects."
Karl Melville, Senior Manager, Highways Delivery

This innovation has saved 60 minutes for each of three managers per day or 15-hours per week. Innovation such as these are shared at our Friday community meet ups with Show and Tell sessions. What might your team learn?

[See Cumbria's story here](#)

3.8 GDPR Control

The in-built GDPR features support you to protect your organisation. Your builders are able to create compliant applications.

Your IT can provision and manage applications from a single control panel, providing governance and control. And two-factor authentication improves usability and provides reassurance to you IT and governance teams.

Figure 9: Security controls to support your GDPR configuration

Name	Default Access/Permission				
	Interface	Top Tab	Viewport	Sub Tab	Pages
ASW Administrator	Allowed	Allowed	Allowed	Allowed	Allowed
ASW API Admin	Allowed	Allowed	Allowed	Allowed	Allowed
ASW Bin Delivery/Collection	Denied	Denied	Denied	Allowed	Allowed
ASW Bulky Waste	Allowed	Denied	Denied	Denied	Denied
ASW Clinical Waste Round Driver	Allowed	Denied	Denied	Denied	Denied
ASW Commercial Waste - Admin	Allowed	Denied	Allowed	Allowed	Allowed
ASW Commercial Waste - Crew	Denied	Denied	Denied	Denied	Allowed
ASW Compliance Officer	Allowed	Denied	Denied	Denied	Allowed
ASW Gravel/Excavation User	Allowed	Denied	Denied	Denied	Allowed

4 Training and support

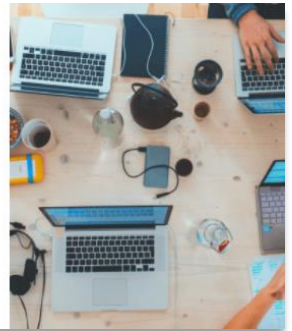
Training is available and essential prior to onboarding. There is formal instructor lead training and e-learning. The e-learning is free to access and examples can be explored within the [community](#).

Users are increasingly finding that our popular [Netcall Community](#) provides an environment for them as builders to find (and share) information, advice and resources.

Liberty Create

Choose an appropriate classroom course from our low-code training program and then book from our timetable of available dates. We'll be in contact about the arrangements.

[Start learning](#)



The Forum

Get build advice, Ask questions, get advice, hints and tips. Contribute!

[Contribute](#)



5 Conclusion¹

This document is provided to support Spelthorne Borough Council with information as you work to achieve digital transformation strategy goals. We believe that there is an opportunity for Spelthorne to maximise its investments, and as importantly prevent any duplicate purchases. Experience shows public sector change is never ending. Councils are called to be responsive to changing conditions, and transformation is never complete. Its essential that any tech allows your teams to be both digitally independent and future focussed.

The proposal summarises how Spelthorne can:

- Deliver efficient, good quality services, while being able to create capacity
- Achieve 75% digital-first, yet reach 100% of customers on their channel of choice
- Achieve future focus and digital independence
- Make ongoing revenue savings by replacing point solutions year-after-year
- Ensure IT control and governance

We wish the executive team all the best in the deliberations. We look forward to continuing our discussions as soon as convenient.

6 Your Netcall Team

We're here to help. We welcome the opportunity to work with you to move this opportunity forward. To discuss next steps or to raise any questions, please contact us on **0330 333 6100** or using the details below:



Account Manager: Andrew Walker
andrew.walker@netcall.com



Solutions Architect: John Sheehan
john.sheehan@netcall.com



Suite 203, Bedford Heights, Brickhill Drive,
Bedford MK41 7PH.



www.netcall.com

6.1 About Netcall

Netcall has more than 20 years' experience transforming customer engagement for more than 600 organisations. Customer experience is at the heart of everything we do. In fact, our own customer satisfaction surveys reveal that 99% of respondents would recommend us.

Liberty is our customer experience platform. It offers an easy-to-use suite of solutions, allowing you to make life easier for the people you serve. For more information, please visit [our website](#) or contact Andrew Walker.

Netcall Systems Limited is registered in England (03662618): Suite 203, Bedford Heights, Brickhill Drive, Bedford MK41 7PH.

Appendix 4

Benefits of portal consolidation

Main Benefits:

- **Market Leadership:** The council will be acquiring a product which already provides digital services to approximately 4,500 public sector organisations including Central Govt, NHS, blue light and half of all Local Authorities in the UK (over 200). This community provides great opportunities for collaboration and sharing services.
- **Integrating Comms with Digital Services:** By selecting a solution which has unified digital services and communications platforms, the two systems can be used to 'drive' each other. For example, communications can be setup with topics and campaigns designed to drive people to self-serve. And while the customers are self-serving, the Customer Portal and Forms can be dynamically prompting customers to register for topics and alerts. This approach would prove hugely beneficial for driving channel shift and ROI for the Authority.
- **Intuitive Form and Process Design:** The Authority will acquire the tools needed to build its own forms, processes, and integrations.
 - This will remove the need for consultancy with 3rd parties.
 - Costs of digital programmes/projects will be kept down.
 - Spelthorne will be able to respond to challenges with greater efficiency and as it sees fit.
 - The forms and processes already created by the authority can be folded-in without the need to be re-created or transferred across (potentially losing functionality) from other systems, saving huge amounts of staff time and effort.
 - Forms are fully integrated in the back-office systems and can provide full end-to-end automation
 - Spelthorne IT staff already have development capability and would be able to begin development much sooner than if the Authority were to use another provider. Although training could be provided for an alternative solution, there would be a significant delay as they were brought up to speed.
- **Revenues & Benefits Process, Data and Automation:**
 - The products in scope will provide a platform which extends the login and verification of customers to enable detailed account information & balances to be pulled through from back-office systems into the customer portal. This includes Council Tax, Benefits, Business Rate & Landlords.
 - These detailed online accounts (and ebilling) provide a large amount of information to customers and staff – all under individual logins within the platform (SSO).
 - This removes the need for Spelthorne to have a separate Revs & Bens portal – making revenues savings whilst providing an improved customer journey
 - As forms can be integrated and automated, staff only need to be involved on an exception basis. This will free up staff time to help in other ways – or remove the need for as many roles.
- **Flexible Integration:** The Authority will benefit from real time 2-way integration with back-office systems without the need for lengthy development/approval from the platform supplier before they can be published.
 - There will not be a reliance on 'connectors' which are usually one-size-fits-all and often not suited to work with local government as Councils tend to use different versions of the same software, have different API's, different integration requirements etc.
 - The solution in scope better suits Spelthorne's technical infrastructure as it had an integration management tool which would allow the Council to build any number of re-usable integrations using open standards, to connect to webservices, databases, HTTP, input & output files etc. By having this capability in-house Spelthorne will keep overall ownership costs down and see a better ROI where systems require integration. For example, a neighbouring Authority were charged £100k for an API for Capita who supply the Councils Revs and Bens Software.

- The software can integrate with: Idox, Uniform, Locata, Northgate, Capita Civica etc
- **Market Leading Security:** Security and data protection was a key factor during the workshop stage of this project. Granicus work with Central Government, the Home Office, DFE and UK Border Force so security is up to a high standard.
 - They are ISO27001 certified, as well as their hosting partner AWS
 - Data is fully encrypted at rest and transit using industry standard methods (SSL and AES256)
 - As the products are modular but designed to work seamlessly these standards are applied across the entire platform from the ground up.

Granicus	Capital cost	Annual licences
Revs and Bens 'My Account'	£17,000.00	£23,000.00
Accounts page & Widgets	£7,500.00	£0.00
GovDelivery (Comms)	£1,680.00	£4,200.00
FOI Module	£15,500.00	£7,000.00
CRM (Optional)	£6,500.00	£20,000.00
Total	£48,180.00	£54,200.00

Revenues costs	£54,200.00
Initial Revenues offset	-£27,869.00
Civica contract exited by 2025	-£42,000.00
Estimated Revenue Saving by 2025	-£15,669.00

Netcall	Capital cost	Annual licences
Platform & Licensing Costs	£50,000.00	£50,000.00
Start-up - System/Infrastructure Config	£1,800.00	£0.00
Phase 1 - Initial platform build support	£16,800.00	£0.00
3x days training for 3 people	£10,455.00	£0.00
Citizen Hub & All additional modules*	£0.00	£0.00
On Premise Adapters	£0.00	£0.00
Total	£79,055.00	£50,000.00

Revenues costs	£50,000.00
Initial Revenues offset	-£23,869.00
Civica contract exited by 2025	-£42,000.00
Estimated Revenue Saving by 2025	-£15,869.00

*Requires development
























Software being replaced		
Capita Connect	-£19,562.00	6-12 months lead time to exit contract
Campaign Master	-£2,000.00	Contract expires in December 2022
Civica (maybe)	-£42,000.00	Fully transition away by 2025
Eden	-£4,307.00	6-12 months lead time to exit contract
My Alerts	-£2,000.00	6-12 months lead time to exit contract
Total	-£69,869.00	






















Software being replaced		
Capita Connect	-£19,562.00	6-12 months lead time to exit contract
Civica (maybe)	-£42,000.00	Contract expires in December 2022
Eden	-£4,307.00	6-12 months lead time to exit contract
Total	-£65,869.00	

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ID	Task Name	Duration	Start	Finish	3rd Quarter	4th Quarter	1st Quarter
					Jul	Sep	Nov
1	Phase 1 - Customer Portal Re-development	48 days	05/07/22	08/09/22			
2	Re-development Kick Off	0.5 days	05/07/22	05/07/22			
3	MyAccounts (Revs, Bens)	33.25 days	05/07/22	19/08/22			
4	Provide database Scripts	0.25 days	05/07/22	05/07/22			
5	Identify location for Tactical DB	0.5 days	11/07/22	11/07/22			
6	Creation of Tactical DB	0.5 days	11/07/22	11/07/22			
7	Installation of MyAccounts on Test	2 days	14/07/22	15/07/22			
8	Review MyAccounts Pages	1 day	18/07/22	18/07/22			
9	Document Changes	1 day	19/07/22	19/07/22			
10	Apply Changes	1 day	20/07/22	20/07/22			
11	Create SQL scripts to populate Tactical DB	15 days	12/07/22	01/08/22			
12	Populate MyAccount Tactical Database	5 days	02/08/22	08/08/22			
13	Testing	8.25 days	09/08/22	19/08/22			
14	Review Pages with Real-World Data	5 days	09/08/22	15/08/22			
15	Review Issues Log	0.25 days	16/08/22	16/08/22			
16	Address Issues	2 days	16/08/22	18/08/22			
17	Review Amendments	1 day	18/08/22	19/08/22			
18	Signoff MyAccount	0 days	19/08/22	19/08/22			
19	Move pages to Live	0.5 days	19/08/22	19/08/22			
20	Customer Portal Widgets	23 days	25/07/22	24/08/22			
21	Page Builder Training	0.5 days	25/07/22	25/07/22			
22	Widget Workshop	0.5 days	25/07/22	25/07/22			
23	Document Revised Customer Portal Design	2 days	26/07/22	27/07/22			
24	Signoff Customer Portal Design	0 days	03/08/22	03/08/22			

ID	Task Name	Duration	Start	Finish	3rd Quarter	4th Quarter	1st Quarter
					Jul	Sep	Nov
25	Apply Design Elements	15 days	04/08/22	24/08/22	Spelthorne		
26	Council & Democracy Widget	6 days	26/07/22	02/08/22			
27	Provide html & integrations	5 days	26/07/22	01/08/22	Spelthorne		
28	Create Widget	1 day	02/08/22	02/08/22	Granicus		
29	Bins Collection Widget Widget	6 days	02/08/22	09/08/22			
30	Provide html & integrations	5 days	02/08/22	08/08/22	Spelthorne		
31	Create Widget	1 day	09/08/22	09/08/22	Granicus		
32	Environment & Planning Widget	7 days	09/08/22	17/08/22			
33	Provide html & integrations	5 days	09/08/22	15/08/22	Spelthorne		
34	Create Widget	2 days	16/08/22	17/08/22	Granicus		
35	Flooding Risk & Planning Widget	6 days	16/08/22	23/08/22			
36	Provide html & integrations	5 days	16/08/22	22/08/22	Spelthorne		
37	Create Widget	1 day	23/08/22	23/08/22	Granicus		
38	Launch Re-development	11 days	25/08/22	08/09/22			
39	iframe Widgets	2 days	25/08/22	26/08/22	Spelthorne		
40	Test Customer Portal	5 days	29/08/22	02/09/22	Spelthorne, Granicus		
41	Signoff Re-developed Customer Portal	1 day	05/09/22	05/09/22	05/09		
42	Configure Live	2 days	06/09/22	07/09/22	Spelthorne, Granicus		
43	Launch Re-developed Customer Portal	1 day	08/09/22	08/09/22	Spelthorne		
44	govDelivery	43.25 days	11/07/22	08/09/22			
45	Scope	5.75 days	11/07/22	18/07/22			
46	Kick Off Meeting	0.25 days	11/07/22	11/07/22	Spelthorne, Granicus		
47	Design Discussion	0.5 days	18/07/22	18/07/22	Spelthorne, Granicus		
48	Build	9.5 days	25/07/22	05/08/22			

ID	Task Name	Duration	Start	Finish	3rd Quarter	4th Quarter	1st Quarter
					Jul	Sep	Nov
49	Set Functionalities	1 day	25/07/22	25/07/22	 Granicus		
50	Create Topics	1 day	26/07/22	26/07/22	 Granicus		
51	Test-to-Subscribe Config	1 day	27/07/22	27/07/22	 Spelthorne, Granicus		
52	Sign-off Build	0.5 days	05/08/22	05/08/22	 05/08		
53	Design	10 days	08/08/22	19/08/22			
54	Signup Pages	2 days	08/08/22	09/08/22	 Granicus		
55	Methods to Capture Visitors	1 day	10/08/22	10/08/22	 Granicus		
56	Templates	5 days	11/08/22	17/08/22	 Granicus		
57	Sign-off Design	1 day	19/08/22	19/08/22	 19/08		
58	Training	7 days	22/08/22	30/08/22			
59	Group/Topic Administrators	1 day	22/08/22	22/08/22	 Spelthorne, Granicus		
60	Account Administrators	1 day	30/08/22	30/08/22	 Spelthorne, Granicus		
61	Launch	3.25 days	05/09/22	08/09/22			
62	Send First Bulletin	1 day	05/09/22	05/09/22	 Spelthorne		
63	Post Signup Review	0.25 days	08/09/22	08/09/22	 Spelthorne, Granicus		
64							
65	Phase II - Customer Service Hub & FOI	50 days	07/11/22	13/01/23			
66	Customer Service Hub	40 days	07/11/22	30/12/22			
67	Software Installation/Configuration	5 days	07/11/22	11/11/22			 Granicus
68	Consultant Site Verification	1 day	14/11/22	14/11/22			 Granicus
69	Customer Service Hub Training	0.5 days	15/11/22	15/11/22			 Granicus, Spelthorne
70	Configuration	20 days	15/11/22	13/12/22			
71	Customer Service Hub Settings	15 days	15/11/22	06/12/22			 Spelthorne
72	Users	15 days	15/11/22	06/12/22			 Spelthorne

ID	Task Name	Duration	Start	Finish	3rd Quarter Jul	4th Quarter Sep	Nov	1st Quarter Jan
73	Permissions	15 days	15/11/22	06/12/22			 Spelthorne	
74	Review/Amend Processes	20 days	15/11/22	13/12/22			 Spelthorne	
75	Review Duplicates	15 days	15/11/22	06/12/22			 Spelthorne	
76	UAT	32.5 days	15/11/22	29/12/22				
77	Create Test Plan	5 days	15/11/22	22/11/22			 Spelthorne	
78	User Acceptance Testing	5 days	13/12/22	20/12/22			 Spelthorne	
79	Review Log	0.25 days	20/12/22	20/12/22			 Granicus, Spelthorne	
80	Address Issues & Re-Test	5 days	20/12/22	27/12/22			 Granicus, Spelthorne	
81	Sign Off UAT	0.25 days	27/12/22	27/12/22			 27/12	
82	End User Training	2 days	28/12/22	29/12/22			 Spelthorne	
83	Go Live	3 days	28/12/22	30/12/22				
84	Pre Go Live Health Check	0.5 days	28/12/22	28/12/22			 Granicus	
85	Go Live - Floorwalking	1 day	30/12/22	30/12/22			 30/12	
86								
87	Freedom of Information Myservice	30 days	05/12/22	13/01/23				
88	Setup & Configure FOI Myservice	2 days	05/12/22	06/12/22			 Granicus	
89	Handover /Training	1 day	07/12/22	07/12/22			 Granicus, Spelthorne	
90	Customise Configuration Settings	10 days	08/12/22	21/12/22			 Spelthorne	
91	UAT	15 days	22/12/22	11/01/23			 Granicus, Spelthorne	
92	Signoff Freedom of Information Myservice	0 days	11/01/23	11/01/23			 11/01	
93	Copy Config to Live	1 day	12/01/23	12/01/23			 Granicus	
94	Go Live	1 day	13/01/23	13/01/23			 13/01	