



## 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



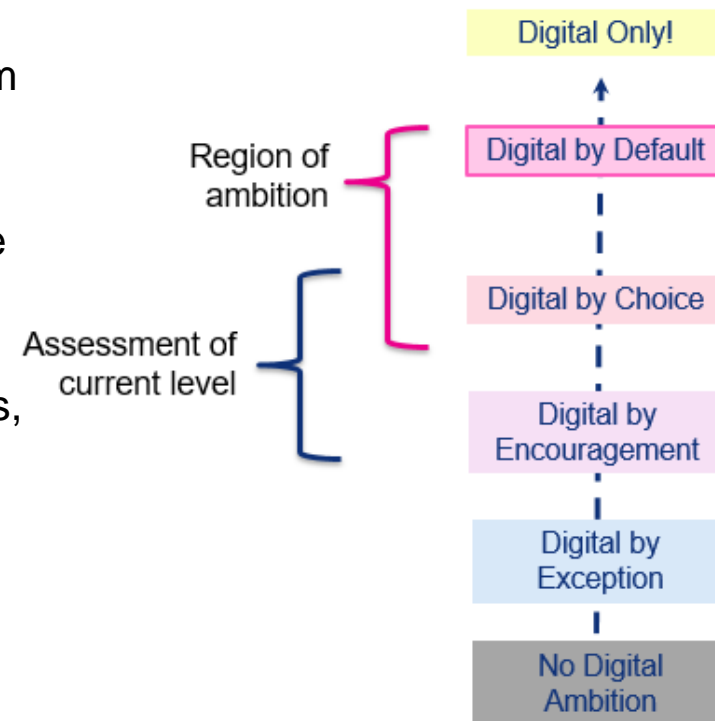
Reduce failure demand



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**

**Service Innovation**

**Transformation Strategy**

**ContinuousNext** – A business strategy which emphasizes perpetual innovation, integration and delivery. Considered the next evolutionary phase of digital transformation

**Spelthorne Digital Core**

**Digital Landscape**

**Digital Technology Integration**

**Customer experience led  
Digital Transformation** –  
Can be shortened to CX/DX

**Improving Service Process**

**Digital Agility**

# 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

