

Transforming Citizen Experience

Connect Digitally is changing citizen attitudes to digital transactional services resulting in take-up of 80% and above, meeting the Government's aspiration of "digital default". Connect Digitally leads both supply of and demand for efficient and effective digital services, which reduce the cost to citizens and ensure high take-up of the digital services.

Connect Digitally's excellent research and evaluation skills identify issues and barriers that prevent high levels of take-up by citizens. Methods and techniques such as focus groups, surveys and usability studies are applied at both the local and the national levels to create a reality-based understanding of the citizen's perspective and experience.

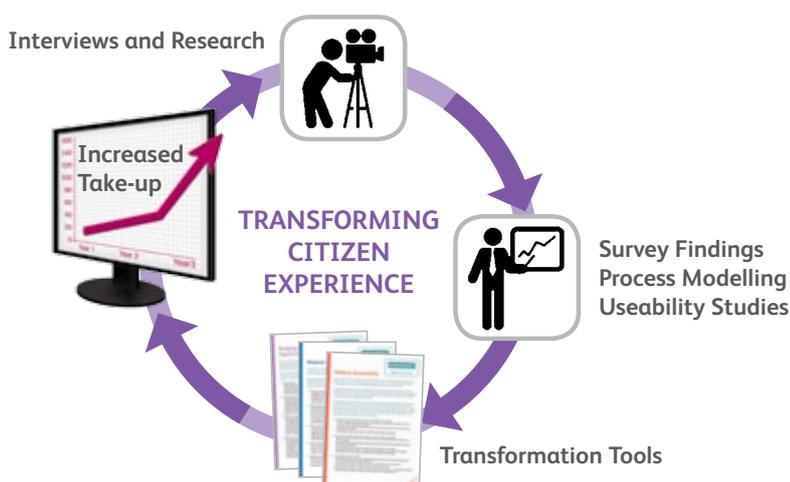
Connect Digitally takes an holistic approach to service transformation for the citizen. By capturing authentic citizen experiences, issues and preferences, a rich understanding of the customer journey is created while business process analysis reveals the degree to which processes may have become business-centric rather than citizen-centric in their delivery. The intelligence gained from this customer insight research coupled with the business process modelling is then acted on by Connect Digitally to inform and test the design and delivery of new digital services to be usable, accessible and trusted by the citizen.

Connect Digitally tools and products provide business managers with:

- Customer journey maps
- Process models describing the 'as is' and 'to be' service
- Guidelines on web service usability and accessibility
- Guidelines on digital inclusion to ensure fair access

Connect Digitally's steps to success for transforming the citizen experience include:

- Conduct interviews and surveys using appropriate methods
- Model customer journeys and 'start to finish' business processes
- Evaluate findings to inform service design and digital inclusion strategies
- Engage 'early adopter' agents and pilot solutions
- Determine effectiveness of solutions through focus groups, usability studies, etc.
- Develop and disseminate proven solutions to all stakeholders
- Monitor changes of attitudes/behaviour and repeat previous steps as necessary



Evidence of Connect Digitally success includes:

- Average national take-up of 55 % for a digital service, with 26 local authorities achieving take-up in excess of 80 %.
- Examples of rapid increase in digital take-up such as from 2.5 % to 74 % in one admissions round.
- Reduction in cost and time to citizen of £5.23 per citizen.
- Positive feedback from citizen exit surveys.
- Application process reduced from 3 months to 3 minutes.
- Reduced stigma and ease of use has led to 60 % of citizens choosing digital channel for free school meals applications.

Others agree...

“ One of Connect Digitally’s major strengths is their consistent focus on the citizens receiving services and the impact of process change and improvement on their experience. ”

Central Government Delivery Partner

“ I am not the greatest on computers but this was quick, easy and straightforward ”

Citizen – South East England

“ Excellent site really easy to use and very convenient ”

Citizen – South East England

“ Fantastically simple!! & I’m completely computer illiterate. ”

Citizen – South East England

“ Free School Meals is a small, self-contained service, BUT it is an excellent exemplar of:
Process improvement, Data management, Customer insight,
Partnership working to improve the customer journey. ”

Local Government Business Manager