

Making Your Web Site Visible



The Challenge

Online services deadline will be met but will public be won over?

● Socitm warns councils' electronic services may fail to attract users
● Performance targets do not measure whether services prove popular
www.bbc.com/news/health

Councils may fail to attract people to access services electronically, despite meeting the government's end-of-year deadline to get services online, public sector IT managers warn, Socitm has warned.

The government set targets to make all council services available online by the end of 2010 under the Best Value Performance Indicator (BVPI), which also assesses how well councils are being run. However, Socitm's chief officer Adrian Hancock said local authority IT managers were questioning whether these official targets would lead to online services the public want to use.

The latest Implementing Electronic Government (IEG) survey, conducted by the Office of the Deputy Prime Minister, revealed that most councils are on course to meet the e-government deadline, and Hancock was optimistic that this would be achieved. "I think councils will meet the BVPI by the end of the year," he said.

However, the BVPI fails to measure how many people are using online services. Councils could put all their services online by the year end, attract no users and still comply with government targets.

Hancock said, "Good examples of popular online local government services are not as thick on the ground as we thought they would be at this time."

This is compounded by the fact that local authorities are still waiting for a common public sector authentication technology to be developed. The services that are furthest from being available online are those that require complex authentication, such as social care.

Public sector agency Government Connect was given 12m last week to develop several key services, including online authentication for citizens. According to the IEG survey, just 10% of councils had made legislation electronic and only 10% had made the payment of goods and services electronic.



How do you market your web presence?

- How do we currently market our web sites
- A successful web site is one that has been well promoted
- 15 Minutes in Groups
 - Marketing Activity
 - Impact High/Medium/Low
- There are no right or wrong answers???



Comments (Dec. 2007)



- On council tax notices and benefit leaflets
- on literature and press releases
- none
- In local papers that goes out to all householders and council tax flyers. Also on locally produced magazines.
- Local papers, flyers and local magazines.
- On leaflets, adverts, letters etc
- Corporate site is advertised in local publicity material.

PROOF OF CONCEPTS REPORT JUNE 2005 CITY COUNCIL ON-LINE BENEFITS CALCULATOR



- Proof of Concept

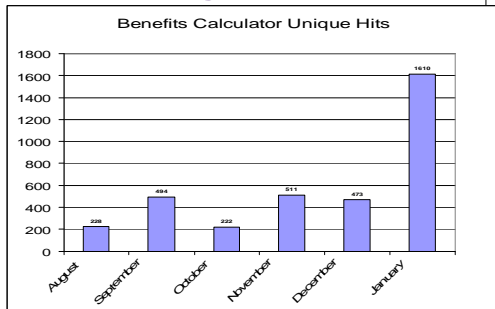


creative material that formed the basis of the marketing campaign, the research programme findings, the metrics data from the local authorities.

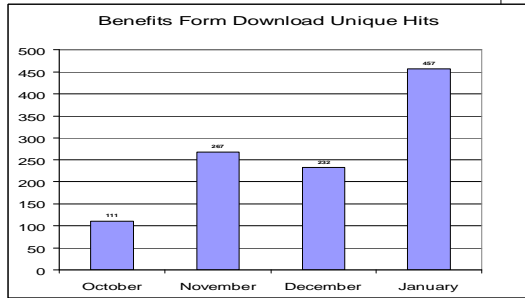
- The research

A research programme was undertaken to test the hypothesis that residents aged 16-34 and within the C2 and DE socio-economic groups¹ would be influenced positively by marketing activity, and that awareness and usage of the Benefits calculator service would increase.

Can we Change A Culture?



Can we Change A Culture?



e-citizen
national project

Advertising

- Didn't like
 - Beer mats (wouldn't read)
 - Busses (too fast to write down address)
 - Local press (don't read)
 - Leaflets delivered to house (would treat as junk mail)
- Would like
 - Nurseries
 - Parks
 - Mother and baby groups
 - Council tax bills

Some Comments

I'd want to talk to someone, get everything cleared and sorted.

It sounds a quick and easy way of knowing what benefits you'll get because if you phone them up, like they say, each person keeps on passing you on to the next person. So it could be a quicker way of finding out what kind of things you can claim

You try phoning them and they try passing you on to another person, play music, waste your phone bill.

If I needed it I'd definitely use it, it sounds really easy.

e-citizen
national project

I have seen the Council Tax application form, it is not pleasant, it is not a nice form. If the site tells you that you are entitled to it and you spend an hour filling the form in and send it off and be told that you are not actually entitled you'll have the hump.

If they got it right, setting up payments for things like council tax, that would be useful. Because my other half pays the council tax and he's been meaning to get direct debit, the form to set it up, and he's just really useless and hasn't done it and if he could do it on-line it would be done.

Contacting Govt Departments

GOV Portal report



- "its purely luck of the draw if the person who picks up the phone is any good"
- "They claim to have never received the mail"
- "Form filling"
- "There are too many forms and the forms are huge, you almost seem to be answering the same question"
- Attitude to change of address portal
 - "It would beat filling out all of those poxy forms down at the social"

Ineffective Interface



Take Up Campaign





- Activity will begin with advertorials in selected newspapers in each region from 27th March 2006,
- The main launch date for the Campaign in national press, radio, online and outdoor media is 8 May 2006,
- regionalised media activity centred around the core cities due to begin on 5 June 2006.

Service Design and Delivery Guide



Achieving high take-up of e-services, cost savings and better quality public services



Service Design And Delivery Guide Principles 1 to 3



- Principle 1:** Maintain and implement a service design and delivery strategy which improves the quality of public services, creates significant take-up by electronic channels and results in cost savings
- Principle 2:** Design and deliver all services on an e-enabled multi-channel basis, using research about customer needs, access and usability requirements, and exploiting self-service wherever possible.
- Principle 3:** Utilise existing citizen or business e-enabled service providers before investing in or upgrading public e-services.

Service Design And Delivery Guide Principles 4 to 6

- Principle 4:** Design and deliver services according to e-Government service standards
- Principle 5:** Set and manage a migration plan which progressively moves customers to cheaper channels and a lower cost per transaction, whilst maintaining or improving the quality of the service. Ensure there are specific milestones for switching off or winding down expensive channels.
- Principle 6:** Set targets for, measure and manage customer usage of and satisfaction with the service.

Segmenting your customers

- Need or benefit sought
- Geography - e.g. postcode, region, city
- Demographics - e.g. age, gender, occupation
- Psychographics - e.g. lifestyle, personality
- Behaviours - e.g. loyalty
- Access methods - e.g. internet channel, face-to-face, mail, text

Web questionnaire
Web History
Exit Interviews

Rural v Town
Virtual offices

Socio Economic
Grouping

How do they visit?

Why do they visit, ?
jobs, etc

Identify where other channels could support usage patterns and transaction types

	Post	Face to Face	DTV	Internet	Phone	SMS	Kiosk	FAX
Segment 1								
Segment 2		Digitising		Press in the future		Possible in the future		
Info Transaction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Service Transaction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Financial Transaction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Account Transaction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

Option 4
Ramp down

Option 1
Web Enable

Option 2
CRM

Option 3
Port transactions to mobile

Take Up and Migration

- **“No-one is ever going to move to a channel or service that is harder to use or less beneficial”**

choice of channels available to customers depending on three factors:

- Capability of the channel to support particular services
- The accessibility of a channel to its target customer segment
- The propensity of a target customer segment to use a particular channel

May still want to use the old way
Does not have to be closed

SMS no good for large payments
Benefit forms completed on line

SMS for pension credit

Migration

- How do you increase take up?

- Marketing
- Incentives
 - Money
 - Legitimate Authority
 - Time
 - Information and Expertise

Enhanced information and expert advice
(websites, applications and forms)

Web address
Name – my east riding.
Emails – signatures
(envelopes)

Drive Take up- National Audit Office - recommendations

Incentive or payment
Lower price for self service – discount etc
Prize draws – Free tickets for shows
Passing on the saving

Compulsion
Only offering “new” service via internet
Political – inequality of access

Saving customer time
Extension of time e.g. inland revenue
Use of trusted intermediaries e.g. claim for benefit made through CAB web site.
New rules for claiming
(claim machine)

Content Rules for Google

- **Weblets**
 - Make the webname relevant, search engines do search the path
 - Make sure the webname (displayed) is a description of the weblet as opposed to a visual thing, it is ranked highly as it is at the top of the page and is also used when other people link to the weblet. It is also used in the Page Title (the information at the top of the browser)
 - Weblet description is searched by all search engines, make sure it is a full description of the weblet and rich in keywords describing the content.
 - Weblet keywords are also searched by some search engines, include as many keywords as possible but it is not as important as the ones mentioned above.
- **Articles**
 - Ensure article header and title are both relevant as both are highly ranked. Title is also used as the link title text in any links to the article, so it should include keywords too.
 - Ensure the “more” link text is relevant as this is used by the search engine to decide what content is in the article.
 - When using (url) links make sure the “title” parameter is used to add additional keywords.
 - Up keyword density in actual articles, include them in the text, add most keywords in first paragraph, or at start of paragraphs

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