

Web Sites – A Review

“Citizens Time Is Not Free”
Service Transformation
Agreement
October 2007



Today

- Time away – to review
- Not legal opinion – Personal perspective
- History
- Review of Web Sites
- Brent Report
- SOCITM 2008 and 2009
- Useful, usable and used
- Efficiency
- Migration/Marketing
- Protocols



History

- 1997 E – Gov all service by 2008
- Numerous project LAWS, E Citizen
- IEG Statements
- Funding Available
- Changed to 2005
- 2004 Priority Outcomes – Changed 2005 Requirement
- 31st December 2005 Target Obtained?
- Transformational Government
- NPI 14 Avoidable Contact



Ten Years on Technology Trends 97 to 2007



- Use of Internet from home, place of study or work
 - 13% to 91%
- Homes with internet
 - 7% to 62%
- Text Messages
 - 2bn to 57bn
- Population on line shopping
 - 9% to 27%

Ten Years On



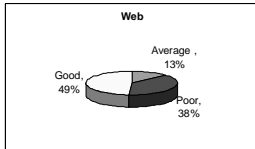
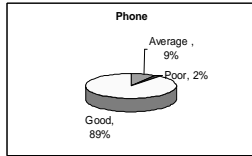
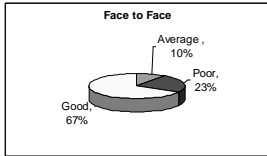
- Simon Bailey IRRV
 - Insight
 - June 1997
 - 100 authorities with web site
 - Will see connection in libraries etc
 - Email ?
 - Benefit Calculation Service
 - Payment perhaps
 - Trust growing
 - Publicity - needed

Where are we now?



- Have we changed in service delivery
- Internet usage increasing
- Demand for 24/7 services
- E Claiming
- E Payments
- Image
- Web sites provide a window through which the organisation is judged
- Authorities are complex but how good is your part of the whole site?

Customer Access Improvement Service – November 2008 – Have we improved



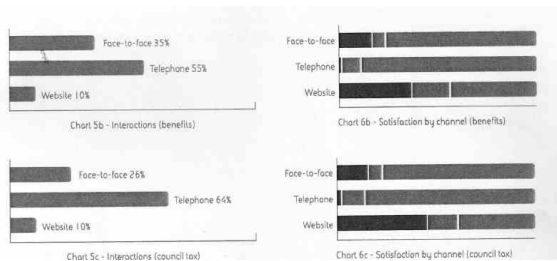
Why dissatisfied?

Face to face – no predominant reason

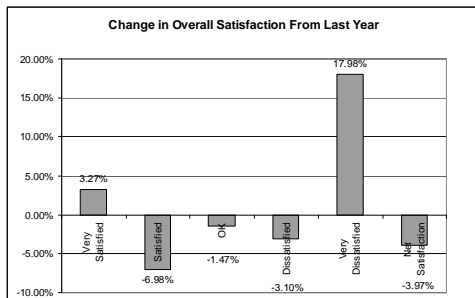
Phone – took too long

Web – Query not resolved

Contact Type v Satisfaction



Are Web Sites Improving?



What are the challenges



- Take up
 - Trust/Knowledge
 - From provision to use
 - £14bn investment but have as yet to deliver cultural change
 - £5 million take up campaign from May 2006
- Efficiency/Cost reduction
 - VFM- Gershon
- Transformational Government
 - Customer Service
 - Partnership/Sharing

Citizens expectations



- Private Sector
- Mobile devices/Phones
- Do people care where they are getting their services from?
- Information finding
- Customisable
- 24/7
- First point of contact?



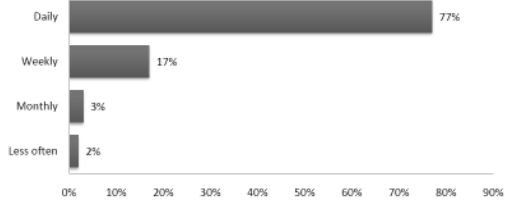
Online use amongst residents of Brent

Prepared for: London Borough of Brent

Use of Internet in Brent



Figure 1: Frequency with which the Internet is used



Information wanted



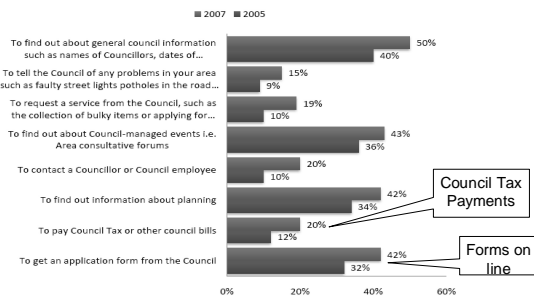
Table 1: Information residents would like regarding council services generally

Base 405	2007	2005
All the services they provide	59%	70%
How to make a compliment, comment or complaint	57%	67%
What my money is spent on	56%	64%
Changes to services that will affect me	56%	71%
Where services are based	55%	66%
The cost of services	53%	65%
Improvements planned for services	52%	66%
Information shown on maps	52%	-
How they are progressing my case or an enquiry I have made	51%	66%
How to obtain the benefits/services	51%	62%
Their standards of service	50%	62%
Information on current consultations	44%	-
Facilities for people with special needs	42%	52%
Other	3%	2%
None of these	12%	3%
Don't Know	5%	1%
Don't want any information from organisation	11%	5%

Use



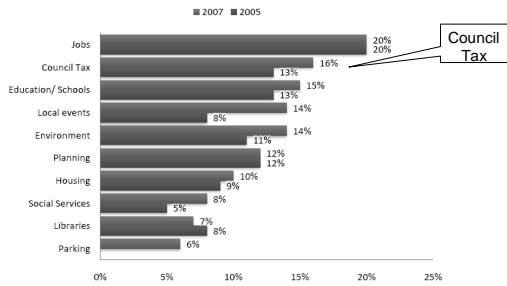
Figure 10: The change in the potential use of the council website between 2005 and 2007



Use



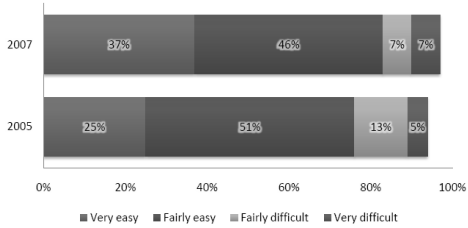
Figure 19: Sections of the council website used most often



How easy to use



Figure 23: Ease of finding the right information on last visit to the website

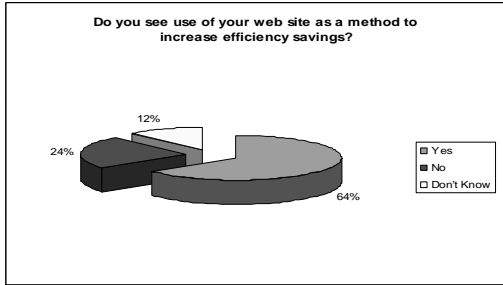


Group Session 1



- 10 Minutes max.
- Ideas
- A Revenues and Benefits web site is a good web site when....?

Efficiency



Efficiency



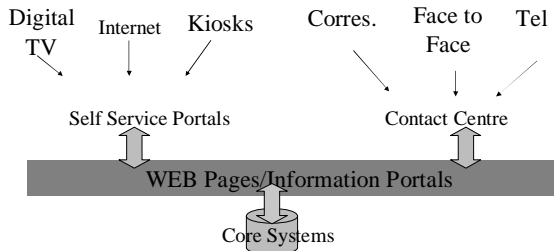
- Efficiency Gains
 - 40 units of resource – face to face
 - 10 units – phones based transactions
 - 1 unit for self service transactions
- Citizen Centric
- High Transactional Services
- Repetitive services
- Self Service

Efficiency

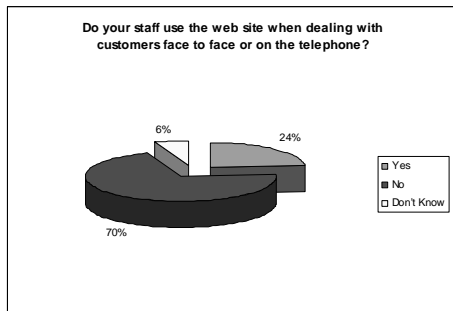


Customer visits face to face	Cost Per Visit	Total Cost
2003/4: 100,126 unique visitors	£15.50	£1,551,953
2004/5: 104,986 unique visitors	£14.65	£1,538,039
Customer Call Centre		
2003/4: 303,511 unique calls	£1.59	£482,582
2004/5: 314,602 unique calls	£1.39	£437,296
Self Service: Website		
2003/4: 452,378 unique visitors	£0.38	£171,903
2004/5: 679,813 unique visitors	£0.25	£168,703

The WEB interface



Web pages as a portal



SOCITM

With the pressure for Local Authorities to become ever more efficient, not only does a transactional website make good business sense, but it is a cheaper way of doing business. Our figures show, not only rising usage and reducing costs across all channels, but also the stark economic benefits of having a functionally rich, transactional website for dealing with self-service requests" (SOCITM 2006)

SOCITM Rankings



- Excellent
 - Transactional and meet 9 essential criteria of useful and used
 - Usefulness of Content
 - Information, Currency, Links elsewhere, Transactions
 - Usability
 - Use of A to Z, Use of search engine, Use of Location, Navigation, Accessibility
- Transactional
 - Judgement based on overall performance
- Standard
 - Not E or T

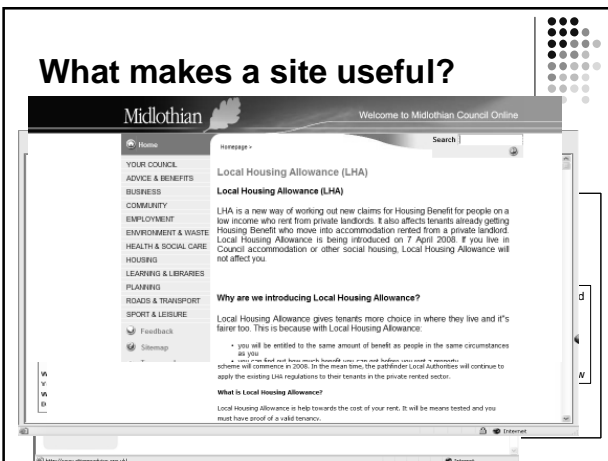
SOCITM Rankings 2008



- Argyll & Bute Council S (13/20)
- Dundee City Council T (22/35)
- Fife Council T (11/28)
- Midlothian Council S (10/18)
- North Ayrshire Council S (20/34)
- Stirling Council T (25/42)

Stirling (E for Excellent Usability – RNIB)
Only 8 Sites in Country got E

What makes a site useful?



Accessibility



- Why is it important
 - Disability discrimination
- Authorities getting worse
 - 37 at A stage 2008 64 in 2007
- Of the 64 that passed in 2007 only 13 of those passed this year - Aberdeenshire
- Simple data tables and Alternative tags for images help
- Raise awareness of accessibility with webmasters

Readability



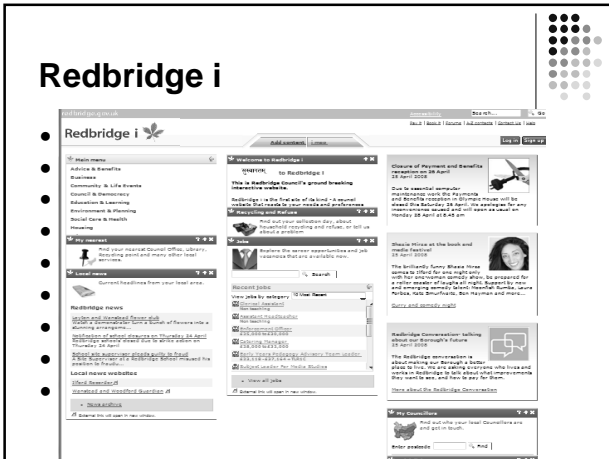
- What do people want not what are you going to give them
- Life events and day to day needs of website visitors
- Lessen jargon
- Empathy
- Request public to test

Resilience



- Sitemorse survey
 - Site errors up on 2007
 - Availability down on 2007
- Milton Keynes (1000 errors in 2007 0 in 2008)
- Broken li 
- Performance

Redbridge i



Next 10 Years

- Click for advisor
- Video conference
- Mobile/Phones
- Wimax
- WEB 2.0
- Authority Sites becoming Home Pages
- Become more newsworthy
- Push information
- Customisable
- Gov Connect

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