Digital
Digital jigsaw

• Organisation

• Workforce

• Customer
<table>
<thead>
<tr>
<th></th>
<th>Excellent Digital Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>User needs should be an essential part of the design plan; a forethought not an afterthought. Find out who your customers are, how they currently access our services and how they interact with other organisations outside of the council. Include this in design.</td>
</tr>
<tr>
<td>2</td>
<td>Always test the end-to-end service in an environment identical to that of the live version, including on all common browsers and devices, and using dummy accounts and a representative sample of users.</td>
</tr>
<tr>
<td>3</td>
<td>After the digital service goes “live” schedule in a review a month later. This should include a second round of user testing to ensure the service has longevity and continues to meet the customer needs.</td>
</tr>
<tr>
<td>4</td>
<td>Make a plan for the event of the digital service being offline. Build this into the business continuity plan.</td>
</tr>
<tr>
<td>5</td>
<td>Use Behaviour Change techniques to encourage customers to use the online service. The BC team should be consulted prior to any new digital service going live.</td>
</tr>
<tr>
<td>6</td>
<td>Our staff should all be digitally literate and have a very good understanding of our online offer and what needs to be developed. “Digital champions” will be nominated for each service area who can challenge bad user design or poor user experience.</td>
</tr>
<tr>
<td>7</td>
<td>Develop and build the digital service using a responsive approach and offering a prototype version for selected users / customers to give feedback on before progressing to a full build and rollout.</td>
</tr>
<tr>
<td>8</td>
<td>Don’t reinvent the wheel! Look up all the “good practice” out there – both in the public and private sector. Think wider – for example, how have HMRC designed services for businesses? How have utility companies designed services for consumers to manage their accounts?</td>
</tr>
<tr>
<td>9</td>
<td>Make sure the data collected is always kept securely and in line with the organisation’s policies. Understand data protection at every stage. If we lose the trust of the public through data breaches then the digital service will fail.</td>
</tr>
<tr>
<td>10</td>
<td>Encourage all users to use the digital service (with assisted digital support if required), alongside a realistic plan to phase out non-digital channels/services. This should include specific targets to reduce face to face contact or an increase in people signing up to e-billing for example.</td>
</tr>
<tr>
<td>11</td>
<td>Less is more! We design web content from our own perspective but customers may not always want to see pages of technical information. More detail means more confusion and more updates and maintenance needed.</td>
</tr>
<tr>
<td>12</td>
<td>Regularly produce data for online activity which is presented along with other data for telephone and face to face stats. Make sure service managers and staff are aware of what their customers are doing online. Attention to be focussed on digital services with low take up rates.</td>
</tr>
<tr>
<td>13</td>
<td>Always think about the wider rollout capacity of specific pieces of work. For example, a benefits “change of circumstances” form with document upload facility could easily be used by any council service which requires the public to send in documents.</td>
</tr>
<tr>
<td>14</td>
<td>Test the service from beginning to end with managers and staff responsible for it. When the digital service goes “live” have a comprehensive handover with the team’s digital champion and team manager to help with a successful launch.</td>
</tr>
</tbody>
</table>
Digital Survey
Overall findings.....

Have you got a personal email account that you use regularly?
- Yes: 95.9%
- No: 4.1%

How often do you shop or bank online?
- Frequently (at least once a week): 2.3%
- Sometimes (less than once a week): 25.1%
- Never: 72.6%
Which of the following have you noticed in EK Services recently? (please tick all that apply)

- Conversations about customer experience/user testing: 46.3%
- Conversations about digital trends: 54.6%
- Meetings held via video conferencing: 37.2%
- An increased focus on making services digital: 83.5%
- Colleagues encouraging customers to "Go Digital": 61.9%
- None of the above: 4.6%
<table>
<thead>
<tr>
<th>Do you know which information is on our websites for your own service area?</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little knowledge</td>
<td>5.05%</td>
<td>3.59%</td>
</tr>
<tr>
<td>Some understanding</td>
<td>37.16%</td>
<td>28.21%</td>
</tr>
<tr>
<td>Good understanding</td>
<td>48.17%</td>
<td>56.41%</td>
</tr>
<tr>
<td>In depth knowledge</td>
<td>9.63%</td>
<td>11.79%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you feel comfortable supporting customers to use the internet to access our services?</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not confident</td>
<td>3.20%</td>
<td>1.54%</td>
</tr>
<tr>
<td>Little unsure</td>
<td>20.55%</td>
<td>14.36%</td>
</tr>
<tr>
<td>Confident</td>
<td>44.75%</td>
<td>52.31%</td>
</tr>
<tr>
<td>Very confident</td>
<td>23.29%</td>
<td>28.21%</td>
</tr>
<tr>
<td>Doesn't apply to me</td>
<td>8.22%</td>
<td>3.59%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Which of these have you noticed recently in EKS?</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversations about user testing</td>
<td>46.33%</td>
<td>52.82%</td>
</tr>
<tr>
<td>Conversations about digital trends</td>
<td>54.59%</td>
<td>46.67%</td>
</tr>
<tr>
<td>Video conferencing</td>
<td>37.16%</td>
<td>24.62%</td>
</tr>
<tr>
<td>Increased focus on making services digital</td>
<td>83.49%</td>
<td>84.62%</td>
</tr>
<tr>
<td>Colleagues encouraging customers to &quot;go digital&quot;</td>
<td>61.93%</td>
<td>77.44%</td>
</tr>
<tr>
<td>None of these</td>
<td>4.59%</td>
<td>4.10%</td>
</tr>
</tbody>
</table>
Digital Champions
What is your postcode?
CT17 0NZ

What is your age?
16-24 25-34 85-44 45-54
55-64 65-74 75+ (please circle)

Are you:
Male  Female (please circle)

Do you consider yourself to have a disability?
Yes  No (please circle)

Can you use a computer/smart-phone/tablet?
Yes  No (please circle)

Does anyone in your house use a computer/smart-phone/tablet?
Yes  No (please circle)

Do you have access to a computer/smart-phone/tablet at home?
Yes  No (please circle)

Do you have access to a computer at a library, council office or similar?
Yes  No (please circle)

Why did you visit today instead of going online or phoning?
easier and quicker to speak to someone in person
What is your postcode?

CT 14 9BB

What is your age?
16-24  25-34  35-44  **45-54**
55-64  65-74  75+  (please circle)

Are you:
Male  Female  (please circle)

Do you consider yourself to have a disability?
Yes  No  (please circle)

Do you have access to a computer/smart-phone/tablet at home?
Yes  No  (please circle)

Do you have access to a computer at a library, council office or similar?
Yes  No  (please circle)

Why did you visit today instead of going online or phoning?

Pay slips - can we be but prefer not to.

Can you use a computer/smart-phone/tablet?
Yes  No  (please circle)

Does anyone in your house use a computer/smart-phone/tablet?
Yes  No  (please circle)
“Average” Ramsgate D.O. customer

- Female
- Aged 35-44
- Not disabled
- Travels 1.09 miles
- Bringing in paperwork
Your chance to win £1,000.

Say hello to your new filing cabinet...

Join the 25,000 others who have signed up to receive their council tax bill online.

Visit dover.gov.uk/paperless today
DIGITAL INCLUSION
FREE Internet For Beginners!

Show and go Online

Where  Age UK Thanet, Zion Place, Margate, CT9 1RP
When   Friday 1 September 2017
What Time  11.00am – 1.00pm

No appointment needed, just drop in!

Laptops and iPads will be supplied but you are welcome to bring your own equipment.

This fun and friendly session hosted by Age UK Thanet in partnership with Thanet Council.
Eye Tracking
Council Tax Bill 2016/2017

Address of property where rates for: 1 Test Road, Test Town, Test County. AB1 2CD

Account Reference: 12345

Property Reference: T1234

<table>
<thead>
<tr>
<th>Tax for quarter ending to 31 March 2017</th>
<th>Current Year</th>
<th>Year Prior</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>£10,234.44</td>
<td>£10,112.90</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>£10,234.44</td>
<td>£10,112.90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Amount payable by you: £10,000.00

How is my bill made up?

Council Tax for your Property's Valuation Band

Kent County Council
Adult Social Care Precept
Thames District Council
Kent & Medway Fire & Rescue Authority
Ramsgate Town Council

The above Parish Charter Taxed precept supports total spending of £281,637.00 for Ramsgate Town Council.

Annual Charge for your Property
Discount (0%) Unoccupied and Furnished Property
Amount payable by you

*The council tax attribute to Kent County Council includes a precept to fund adult social care.

The Council Tax Information Leaflet and notes will no longer be included with your council tax bill. This information can now be found on our website at www.thanet.gov.uk/counciltax. A paper copy is available upon request from this office.
Dear Mr Test,

Recovery of Housing Benefit Overpayment

Account: 88000000731
Invoice number: 0110000074

Amount outstanding £179.99

Your report has been reviewed and verified. Please complete the enclosed Income & Expenditure form and return it to the Council as soon as possible, or alternatively you can ring the Corporate Income Team on 01643 577 550 to discuss this review. It is important that you contact us and complete the enclosed form so that your current circumstances are considered when setting up a new plan.

If you have any questions, please ring The Corporate Income Team on 01643 577 550.

Yours sincerely,

[Signature]

[Phone number]

[Email]

Do Not Direct - Return to the sender

Messrs D J Test
603 Auckland Drive
Birmingham
B36 0SN
Council Tax Bill 2016/2017

Address of property charge relates to: 1 Test Road, Test Town, Test County, AB1 2CD

Account Reference: 1234667890
Property Reference: 123456780

Property Valuation Band: A

Council Tax for your Property's Valuation Band
Kent County Council: £712.44
The Police and Crime Commissioner for Kent: £96.19
Thanet District Council: £139.80
Kent & Medway Fire and Rescue Authority: £46.20
Ramsgate Town Council: £18.30

The above Parish Charter Trustee Precept supports total spending of £281,637.00 for Ramsgate Town Council.
Annual Charge for your Property: £1,013.11 +1.7%

Council Tax for period: 1 April 2016 to 31 March 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/04/2016</td>
<td>£104.11</td>
</tr>
<tr>
<td>07/05/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/06/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/07/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/08/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/09/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/10/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/11/2016</td>
<td>£101.00</td>
</tr>
<tr>
<td>07/12/2016</td>
<td>£101.00</td>
</tr>
</tbody>
</table>

Amount payable by you: £1,013.11

How is my bill made up?

Council Tax for your Property's Valuation Band
Kent County Council: £712.44  +2.0%
The Police and Crime Commissioner for Kent: £96.19  +2.0%
Thanet District Council: £139.80  +0.0%
Kent & Medway Fire and Rescue Authority: £46.20  +2.0%
Ramsgate Town Council: £18.30  +0.0%

The above Parish Charter Trustee Precept supports total spending of £281,637.00 for Ramsgate Town Council.
Annual Charge for your Property: £1,013.11  +1.7%
Discount (0%) Unoccupied and Furnished Property: £0.00CR
Amount payable by you: £1,013.11

*The council tax attribute to Kent County Council includes a precept to fund adult social care.

The Council Tax information leaflet and notes will no longer be included with your council tax bill. This information is now available on our website at www.thanet.gov.uk/counciltax. A paper copy is available upon request free of charge.

This bill includes payments and amendments to your account up to 19th February 2016.
• Connect the organisation
• Share information with the right people
• Notify people of important updates
• Message instantly
• Stay connected via the mobile app
All kinds of companies use Workplace...
ANY QUESTIONS
DO YOU HAVE?

Andrew.stevens@ekservices.org

Jessica.bensted@ekservices.org