Digital

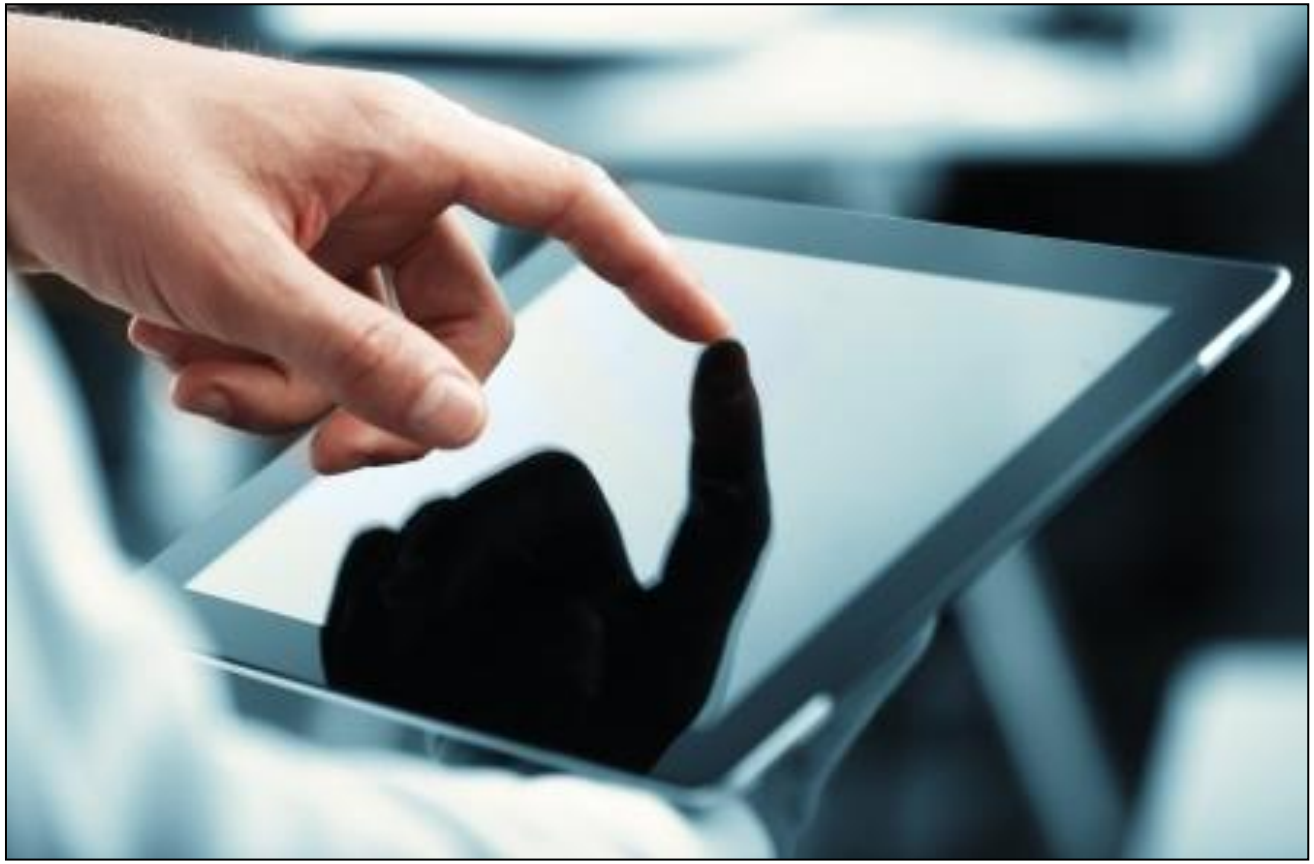
# Digital jigsaw

- Organisation
- Workforce
- Customer

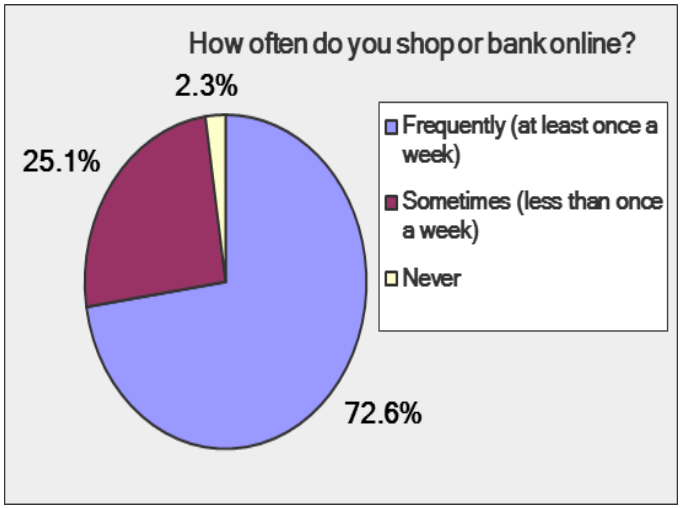
# Excellent Digital Services

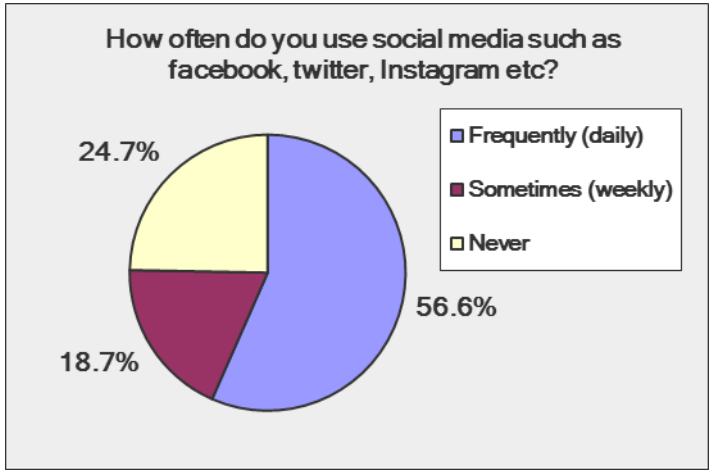
| | | | |
|---|---|---|---|
| 1 | User needs should be an essential part of the design plan; a forethought not an afterthought. Find out who your customers are, how they currently access our services and how they interact with other organisations outside of the council. Include this in design. | 2 | 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. |
| 3 | After the digital service goes "live" schedule in a review a month later. This should include a second round of user testing to make sure the service has longevity and continues to meet the customer needs. | 4 | Make a plan for the event of the digital service being offline. Build this into the business continuity plan. |
| 5 | 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. | 6 | 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. |
| 7 | 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. | 8 | 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? |
| 9 | 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. | 10 | 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. |
| 11 | 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. | 12 | 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. |
| 13 | 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. | 14 | 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. |

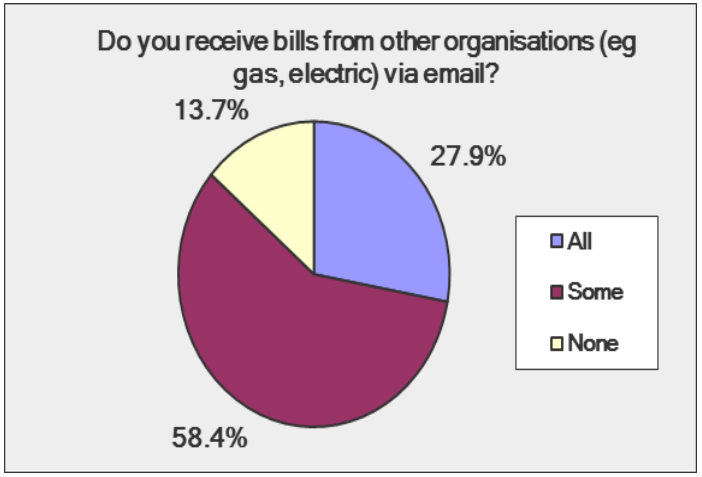
# Digital Survey

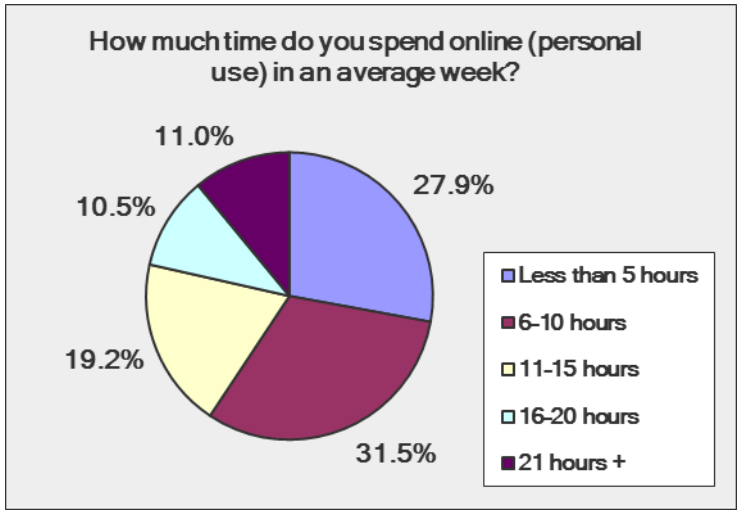


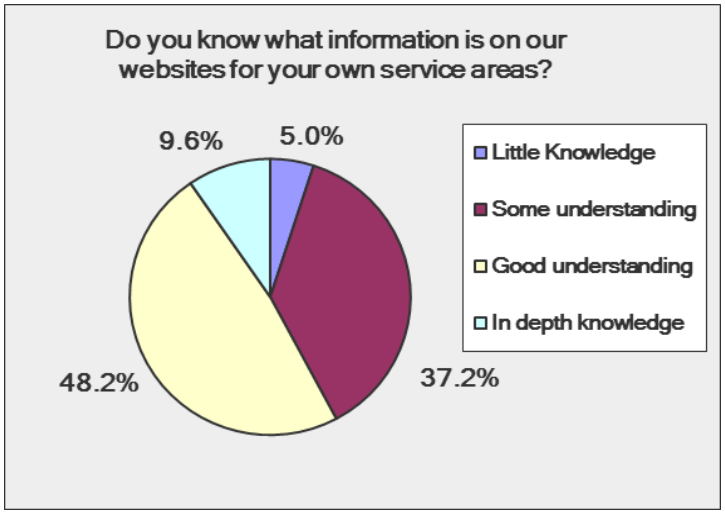
# Overall findings…..

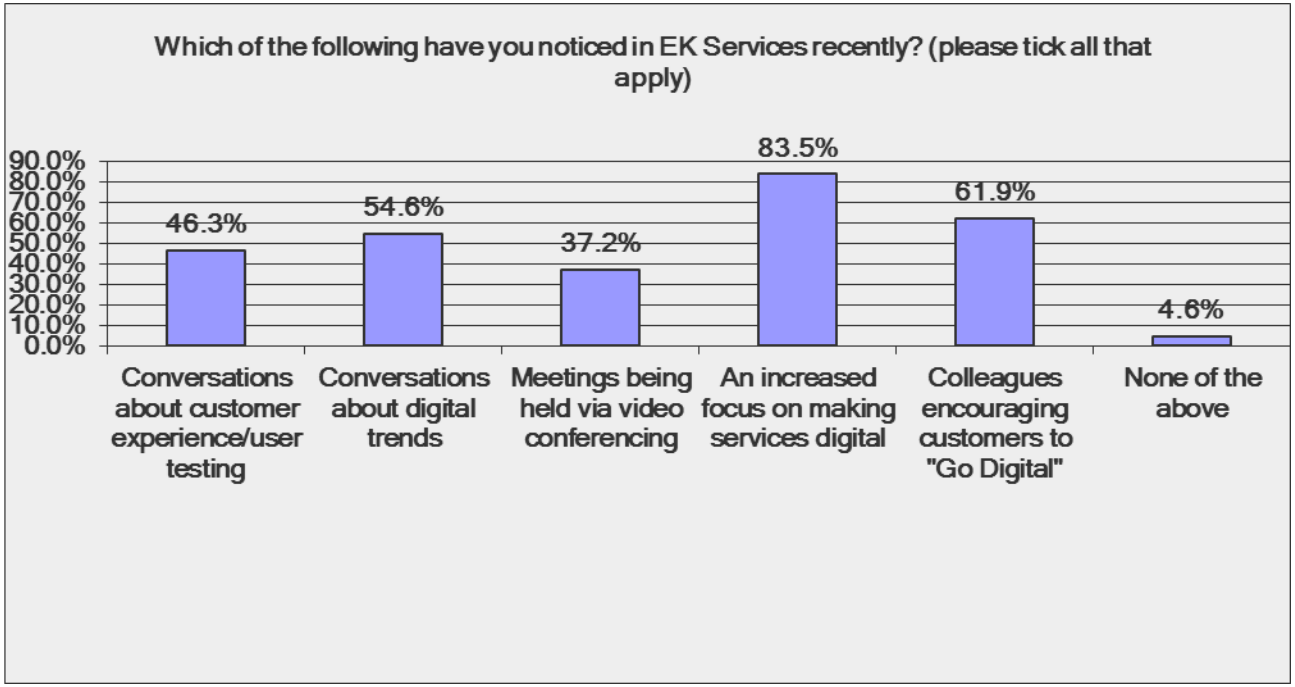



How often do you use social media such as facebook, twitter, Instagram etc?
24.7%
56.6%
18.7%
Frequently (daily)
Sometimes (weekly)
Never


Do you receive bills from other organisations (eg gas, electric) via email?
13.7%
27.9%
58.4%
All
Some
None


How much time do you spend online (personal use) in an average week?
11.0%
27.9%
10.5%
19.2%
31.5%
Less than 5 hours
6-10 hours
11-15 hours
16-20 hours
21 hours +


Do you know what information is on our websites for your own service areas?
9.6%
5.0%
48.2%
37.2%
Little Knowledge
Some understanding
Good understanding
In depth knowledge


Which of the following have you noticed in EK Services recently? (please tick all that apply)
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
46.3%
54.6%
37.2%
83.5%
61.9%
4.6%
Conversations about customer experience/user testing
Conversations about digital trends
Meetings being held via video conferencing
An increased focus on making services digital
Colleagues encouraging customers to "Go Digital"
None of the above

| Do you know which information is on our websites for your own service area ? | | 2016 | 2017 |
|---|---|---|---|
| | Little knowledge | 5.05% | 3.59% |
| | Some understanding | 37.16% | 28.21% |
| | Good understanding | 48.17% | 56.41% |
| | In depth knowledge | 9.63% | 11.79% |

| Do you feel comfortable supporting customers to use the internet to access our services ? | | 2016 | 2017 |
|---|---|---|---|
| | Not confident | 3.20% | 1.54% |
| | Little unsure | 20.55% | 14.36% |
| | Confident | 44.75% | 52.31% |
| | Very confident | 23.29% | 28.21% |
| | Doesn't apply to me | 8.22% | 3.59% |

| Which of these have you noticed recently in EKS ? | | 2016 | 2017 |
|---|---|---|---|
| | Conversations about user testing | 46.33% | 52.82% |
| | Conversations about digital trends | 54.59% | 46.67% |
| | Video conferencing | 37.16% | 24.62% |
| | Increased focus on making services digital | 83.49% | 84.62% |
| | Colleagues encouraging customers to "go digital" | 61.93% | 77.44% |
| | None of these | 4.59% | 4.10% |

# Digital Champions

W

**What is your postcode?**

CT17 -ONZ

**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)

**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 some-one in person

D

**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)

**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?**

Payslips - can use PC but prefer not to.

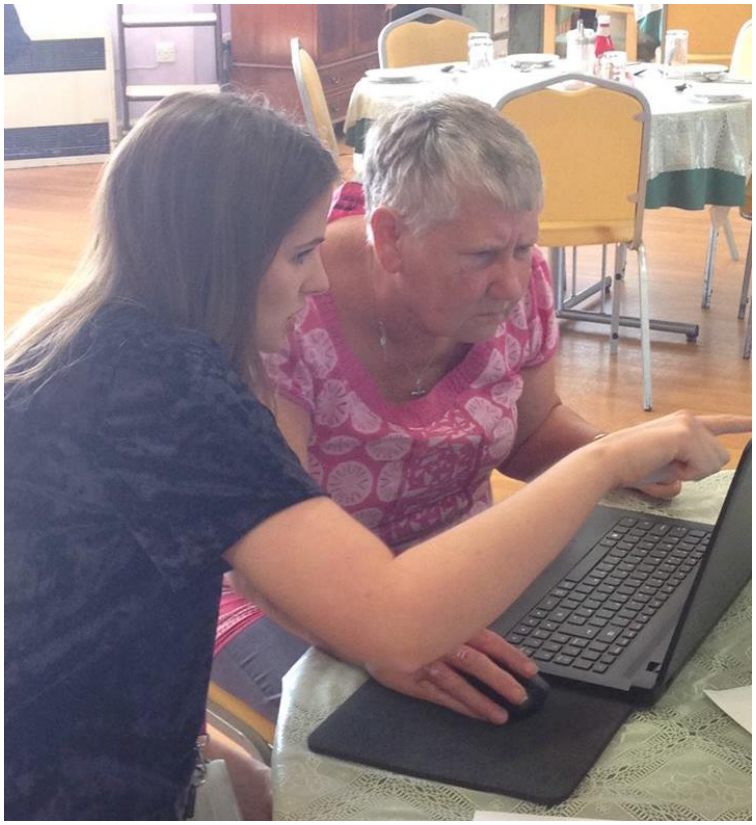
# “Average” Ramsgate D.O. customer

- Female
- Aged 35-44
- Not disabled
- Travels 1.09 miles
- Bringing in paperwork

need
send
discuss
aware
advice
Benefit
talk
didn't
someone
explain
credit
town
F2F
see
Easier
just
got
form
details
ask
claim
scan
drop
bank
sure
Prefer
supply
online
come
able
sort
slips
prefer
home
show
give
also
done
payslips
info
new
asked
tax
phone
don't
help
human
Need
work
speak
find
answer
Tried
access
sent

# Dover Postcard

# DIGITAL INCLUSION



# AGE UK & EKS

# 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

Date Issued: 29 February 2016
Reason for bill: New Year Billing

Thanet District Council
PO Box 9, Cecil Street
Margate CT9 1XZ

thanet

Mr A Test
1 Test Road
Test Town
Test County
AB1 2CD

## Council Tax Bill 2016/2017

Address of property to which this relates is: 1 Test Road, Test Town, Test County, AB1 2CD
Property Valuation Band: [illegible]

Account Reference: 123[illegible] Property Reference: [illegible]

Council Tax for [illegible] 2016 to 31 March 2017
[illegible] for payment [illegible] Your payments will be taken as follows:

| | | | | | |
|---|---|---|---|---|---|
| [illegible] 2016 | £101.11 | [illegible] 2016 | £101.00 | [illegible] 2016 | £101.00 |
| [illegible] 2016 | £101.00 | [illegible] 2016 | £101.00 | [illegible] 2016 | £101.00 |
| [illegible] 2016 | £101.00 | [illegible] 2016 | £101.00 | [illegible] 2017 | £101.00 |

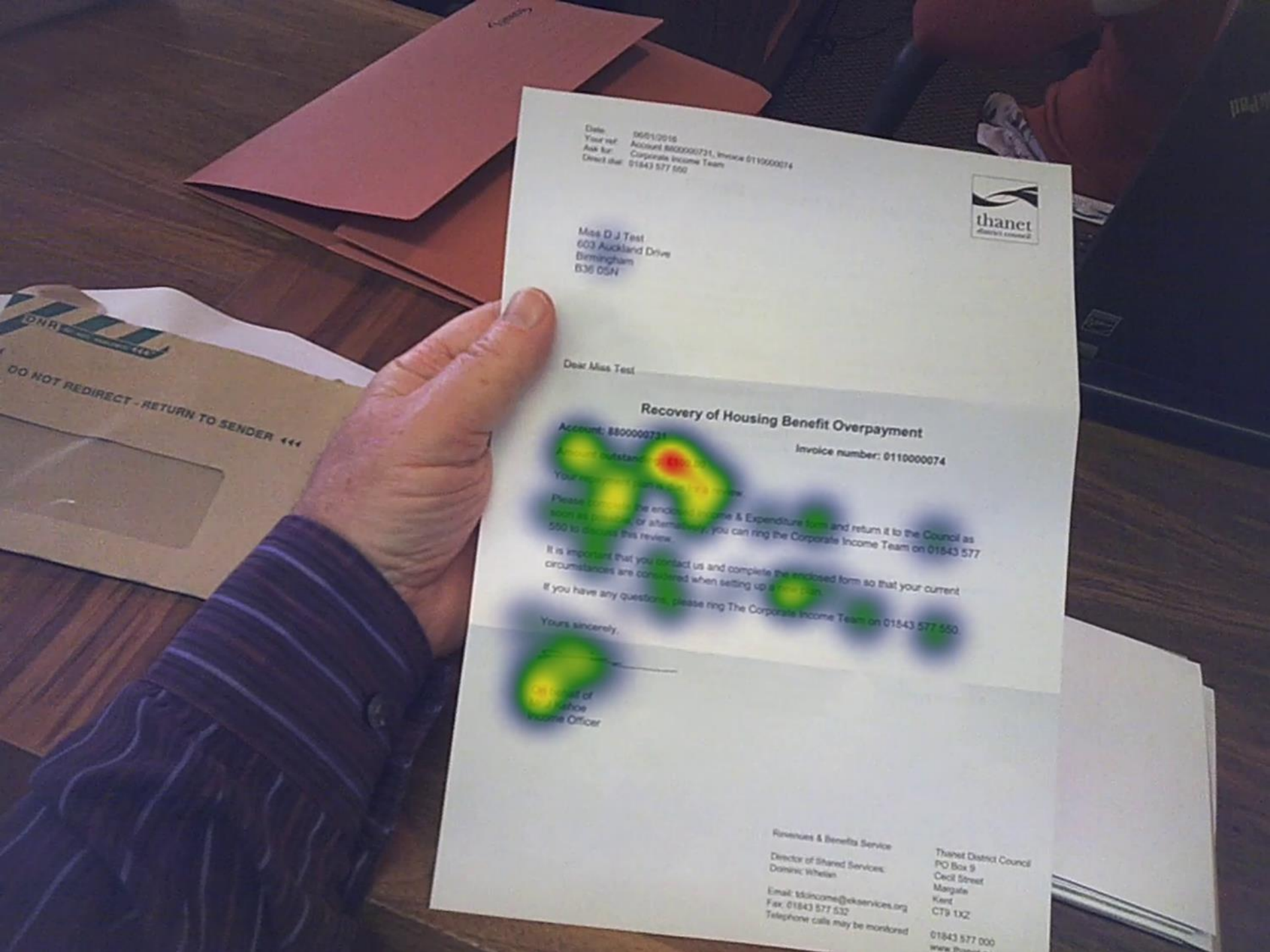
Amount payable by you: [illegible]

How is my bill made up?

| Council Tax for your Property's Valuation Band | | %Change |
|---|---|---|
| Kent County Council | £712.44 | +2.0 |
| Adult Social Care Precept* | £16.94 | |
| The Police and Crime Commissioner for Kent | £96.19 | +2.0 |
| Thanet District Council | £139.98 | +0.0 |
| Kent & Medway Fire & 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 | £1013.11 | |

*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 can [illegible] found on our website at www.thanet.gov.uk/councilltax A paper copy is available upon request [illegible]


DO NOT REDIRECT - RETURN TO SENDER ###
Date: 06/01/2016
Your ref: Account 8800000731, Invoice 0110000074
Ask for: Corporate Income Team
Direct dial: 01843 577 550
thanet
Miss D J Test
603 Auckland Drive
Birmingham
B36 0SN
Dear Miss Test
Recovery of Housing Benefit Overpayment
Account: 8800000731
Invoice number: 0110000074
Yours sincerely,
Revenues & Benefits Service
Director of Shared Services:
Dominic Whelan
Email: tdcincome@ekservices.org
Fax: 01843 577 532
Telephone calls may be monitored
Thanet District Council
PO Box 9
Cecil Street
Margate
Kent
CT9 1XZ
01843 577 000

Reason for Bill: New Year Billing

**COUNCIL TAX BILL**
**2016/2017**

Thanet District Council
Council Offices,
P.O Box 9
Cecil Street, Margate,
Kent CT9 1XZ

thanet district council

For contact details please see overleaf.

Mr A Test
1 Test Road
Test Town
Test County
AB1 2CD

Date Issued: 29 February 2016

Address of property giving rise to charge:
1 Test Road
Test Town
Test County
AB1 2CD

**Property Valuation Band: A**

**Account Reference: 1234667890** **Property Reference: 123456780**

| **Council Tax for your Property's Valuation Band** | | **%Change** |
|---|---|---|
| Kent County Council | £712.44 | +2.0 |
| The Police and Crime Commissioner for Kent | £96.19 | +2.0 |
| Thanet District Council | £139.98 | +0.0 |
| Kent & Medway Fire & 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** |
| **Council Tax for period 1st April 2014 to 31st March 2015** | **£1,013.11** | |
| Discount (0%) Unoccupied and Furnished Property | £0.00CR | |

**Amount Payable by you £1,013.11**

Your payments should be made as follows:

| | | |
|---|---|---|
| 07 April 2014 £104.11 | 07 August 2014 £101.00 | 07 December 2014 £101.00 |
| 07 May 2014 £101.00 | 07 September 2014 £101.00 | 07 January 2015 £101.00 |
| 07 June 2014 £101.00 | 07 October 2014 £101.00 | |
| 07 July 2014 £101.00 | 07 November 2014 £101.00 | |

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/councltax A paper copy is available upon request free of charge

**This bill includes payments and amendments to your account up to 19th February 2016**

Date Issued: 29 February 2016
Reason for bill: New Year Billing

Thanet District Council
PO Box 9, Cecil Street
Margate CT9 1XZ

thanet district council

Mr A Test
1 Test Road
Test Town
Test County
AB1 2CD

## Council Tax Bill 2016/2017

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

**Account Reference: 12345667890** Property Reference: 123456780

**Council Tax for period: 1 April 2016 to 31 March 2017**
Thank you for paying by Direct Debit. Your payments will be taken as follows:

| | | | | | |
|---|---|---|---|---|---|
| 07/04/2016 | £104.11 | 07/05/2016 | £101.00 | 07/06/2016 | £101.00 |
| 07/07/2016 | £101.00 | 07/08/2016 | £101.00 | 07/09/2016 | £101.00 |
| 07/10/2016 | £101.00 | 07/11/2016 | £101.00 | 07/01/2017 | £101.00 |

**Amount payable by you: £1013.11**

**How is my bill made up?**

| **Council Tax for your Property's Valuation Band** | | **%Change** |
|---|---|---|
| Kent County Council | £712.44 | +2.0 |
| Adult Social Care Precept* | £16.94 | |
| The Police and Crime Commissioner for Kent | £96.19 | +2.0 |
| Thanet District Council | £139.98 | +0.0 |
| Kent & Medway Fire & Rescue Authority | £46.20 | +2.0 |
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| Annual Charge for your Property | £1,013.11 | +1.7 |
| Discount (0%) Unoccupied and Furnished Property | £0.00CR | |
| Amount payable by you | £1013.11 | |

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Workplace by facebook

- 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…

Booking.com
Campbell's
Save the Children
deliveroo
WWF
Algar Telecom
COMPASS GROUP
StanleyBlack&Decker
AirAsia
RNIB Supporting people with sight loss
viacom
sigfox
Discovery COMMUNICATIONS
Acticall sitel group
DANONE
STARBUCKS
FT FINANCIAL TIMES
airtel
JET AIRWAYS
RENAULT RETAIL GROUP
TELEKOM AUSTRIA GROUP
GOVTECH SINGAPORE
Dixons Carphone

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