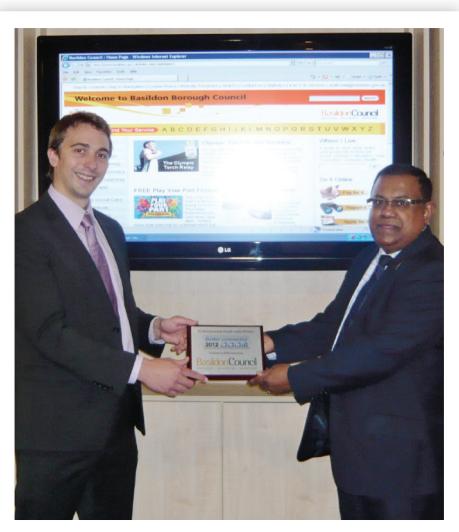


# GOSS HELPS BASILDON TO ACHIEVE OVER £2M OF CHANNEL SHIFT SAVINGS

**L**ike every local authority in Britain, Basildon Borough Council is under pressure to reduce its operating costs without affecting the quality of service delivery. For the council, that has meant exploring ways in which its website can work harder to reduce the administrative burden on council staff, while providing better service to the borough's 172,000 residents.

“ GOSS held workshops with all of the council service managers to see where savings could be made by channel shifting to the web. This exercise has paved the way for the Council to embark on a revised customer strategy that will ultimately lead to improved customer service and deliver major efficiencies for the Council. ”

Lee Hession, IT Manager, Basildon Borough Council



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measuring quality in council websites



# Basildon Borough Council

Basildon Borough Council is the local authority responsible for delivering public services to residents, businesses and visitors in the borough of Basildon, South Essex. The borough is home to over 172,000 residents and 5,000 VAT-registered businesses, including more than 2,000 manufacturing, construction and service companies.

## The challenge

Faced with ongoing central government funding cuts, Basildon had to find new ways to reduce costs without adversely affecting frontline service delivery. It already conducted one third of its service delivery online, but believed this proportion could be greater. The council engaged GOSS local government specialists to explore the potential for moving more service provision online, to reduce the cost of handling enquiries and to free up staff to focus on more complex tasks.

## The solution

- ▶ Engaged local government specialists from GOSS to host website strategy workshops with all Council service managers, to gain buy-in across the Council
- ▶ Monitored the number and type of enquiries handled by each service over a six-week period, to assess how much could be saved by resolving more enquiries online
- ▶ Identified significant potential savings over three years by moving most of the Council's customer enquiry handling to the web
- ▶ Evaluated ways in which the website could be streamlined to better meet customers' needs and support channel shift targets
- ▶ Embarked on a top tasks-focused website redesign, including plans to incorporate mobile web access and social media integration for deeper community engagement

## The results

- ▶ Identified how in excess of £2M could be saved over two to three years via channel shift
- ▶ Gained the buy-in of all Council service managers to a new, web-centric service delivery model
- ▶ Modelled the potential cost savings from shifting more Council business to the web
- ▶ Provided valuable information on the art of the possible with regards to the potential of the web as a contact channel Laying the foundations for a user-centric web strategy focused on meeting customers' service needs

The screenshot shows the Basildon Council website. At the top, there's a purple banner with the text 'Listen to this website with BrowseAloud'. Below it is a header with the council's name 'BasildonCouncil' and the tagline 'Creating Opportunity'. The header includes a search bar, a 'Skip Navigation' link, and links to 'Home', 'Cookie Policy', 'Search', and 'Contact Us'. A yellow navigation bar below the header has links for 'Residents', 'Business', 'Leisure', and 'Council'. Underneath is another orange navigation bar with links for 'Council Tax', 'Housing Services', 'Benefits', 'Planning and Environment', 'Refuse And Recycling', 'Street Scene Reporting', and 'More...'. A yellow box contains text about the 'CRUNCH' mobile tip service. The main content area features a purple banner for 'Benefits Advice Drop-in Sessions For Swan Housing Tenants' with text about Universal Credit and Welfare Benefits. To the right is a 'Where I Live' section with a postcode entry field and a 'Go' button. The overall design is clean and modern.

## Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

## Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

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