

STIRLING COUNCIL GETS ON THE RIGHT TRACK FOR CHANNEL SHIFT SUCCESS

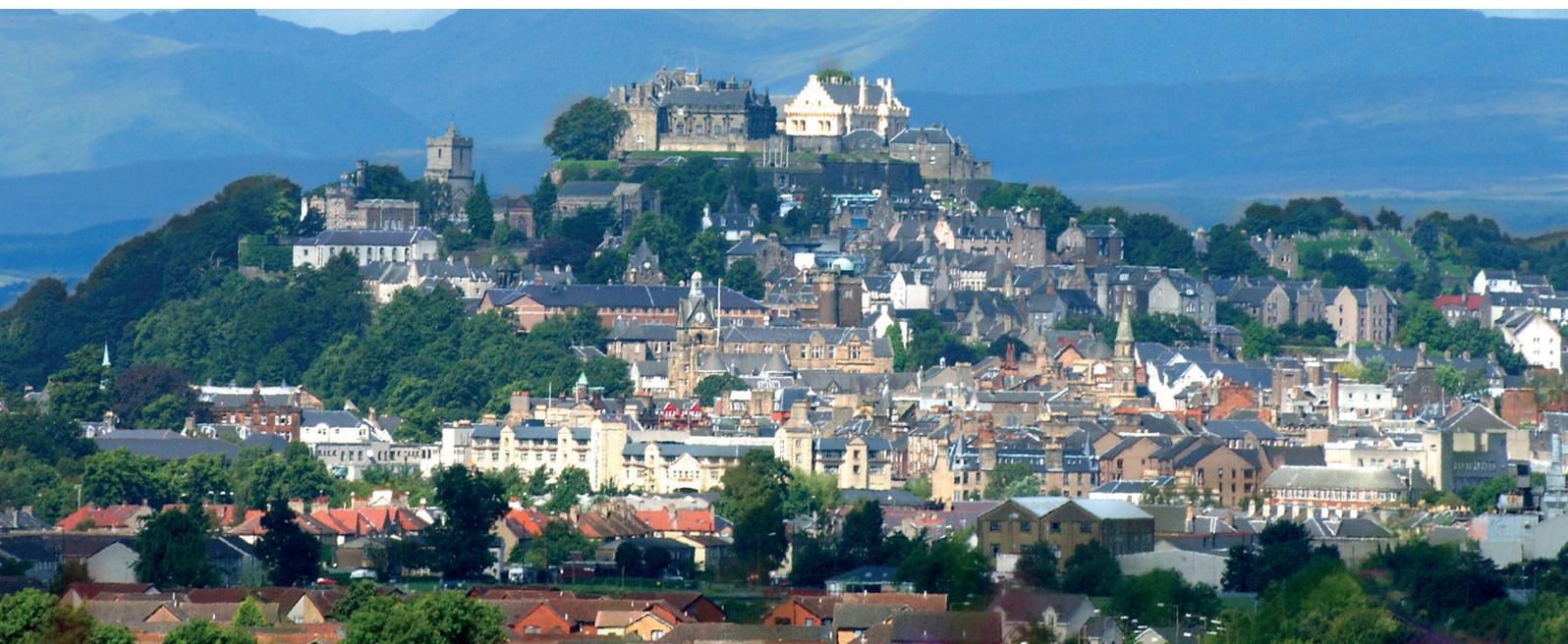
A huge increase in customer use of mobile devices and social media presented Stirling Council with an opportunity to rethink its service delivery approach – moving more services online to reduce costs and meet evolving customer needs.

The customer service team identified GOSS as channel shift specialists and asked them to facilitate a one-day channel shift workshop for the entire management team. The workshop ensured buy-in across the Council and acted as the first step in creating a cross-authority channel shift action plan.



“ Customer expectations are changing dramatically with the use of mobile devices and social media. This gives us a huge opportunity to make radical cost savings and service improvements by rethinking our service delivery approach. ”

Alan Whisker, Customer Service Development Manager, Stirling Council



Changing customer behaviour and the channel shift opportunity

Stirling Council had seen web traffic from mobile devices increase from 5% of all traffic to over 30% in the space of 18 months. It had also seen its followers on social media increasing dramatically. Recognising that more of its customers now wanted to access council services and engage with the council online, it saw an opportunity to overhaul its service delivery approach in line with changing behaviours and expectations.

To explore the opportunities for channel shift and associated cost reductions, the council's customer service development manager enlisted the public sector specialists from GOSS to hold a one-day workshop for senior management and service management teams. The aim was to gain full buy-in across the council for a comprehensive channel shift action plan.

The challenge

Stirling needed to adopt a new approach, with an eye to moving more of its service delivery online, breaking down silos between individual services, and tailoring service delivery to individual customer needs. But that could not be achieved without the full commitment and engagement of the entire management team.

The solution

- ▶ Engaged local government specialists from GOSS Interactive to organise and host a one-day channel shift workshop for the 60+ management team
- ▶ Worked closely with the GOSS consultants for five months to plan and prepare the workshop
- ▶ Prior to the workshop, the research team used demographic profiling to develop six personas representing typical customers. On the day, a role-play exercise was used to bring the personas to life and understand their individual needs
- ▶ Each service group developed an action plan on the day for improving and channel-shifting service delivery, and presented it to the whole group
- ▶ The plans are to be presented to senior management as part of a business case for investment in a major channel shift programme.

The results

- ▶ **Increased understanding among the entire management team of the changing nature of customers' expectations and the need for the Council to develop its service offering**
- ▶ **Demonstrated that a joined-up approach to service delivery and channel shift could save money while delivering a better standard of service to Council customers**
- ▶ **Gained the buy-in of 60+ senior management and service heads to a channel shift action plan**
- ▶ **Encouraged individual service teams to take responsibility for managing change in the delivery of their own particular service area**
- ▶ **Laid the groundwork for a full business case for channel shift investment to be considered by senior management**
- ▶ **Received very positive feedback from participants on the delivery of the workshop, particularly for the engaging delivery, interactive format and explanation of the challenges and opportunities at hand**



“ The public sector experience of the GOSS consultants was essential, as local authorities are culturally very different from the private sector. The channel shift consultants from GOSS were friendly, helpful, professional, positive, and understanding, which resulted in a very productive and well-received workshop. I would fully recommend this workshop to other local authorities looking to develop a practical approach to channel shift. ”

Alan Whisker, Customer Service Development Manager, Stirling Council

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.

GOSS consultants lead strategic projects across the public and private sectors, helping clients to define and implement web, mobile and channel shift strategies that deliver optimal results.

Get started today

Find out how GOSS can help you to develop a channel shift strategy that delivers tangible cost savings while transforming service delivery.

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