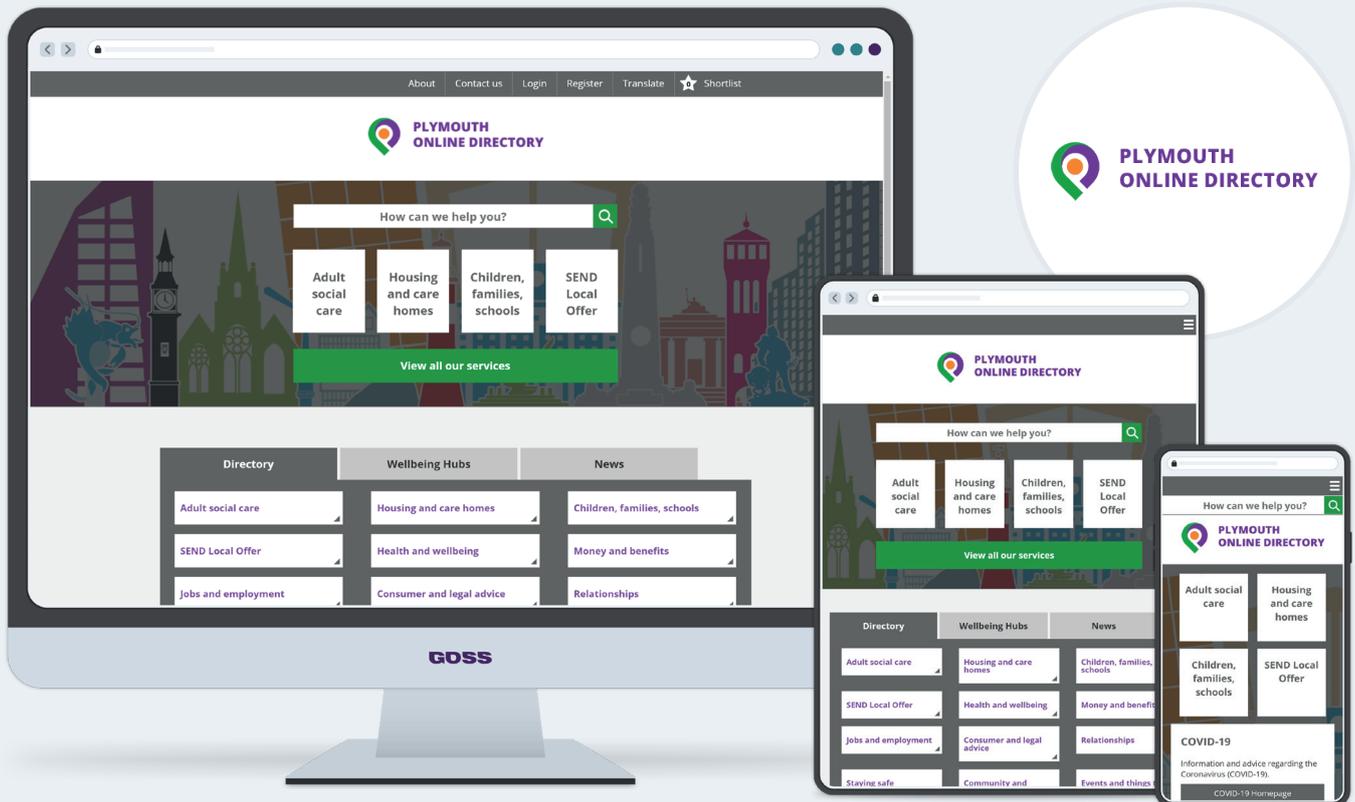


# Plymouth Online Directory eases pressure on critical services using the GOSS Digital Platform.



Migrating its website to the GOSS Digital Platform has enabled the Plymouth Online Directory team to ease pressure on health, social, and wellbeing programmes.

Initially introduced in 2010 as part of Plymouth City Council's early intervention and prevention agenda, Plymouth Online Directory now serves a population of more than 264,000 people. Designed to give residents access to essential information, the online platform helps users make more informed choices and improve their quality of life.



**GOSS has done everything in its power to live up to the company's great reputation.**

Kate Jones - Project Manager (Strategic Commissioning)  
Plymouth City Council



## Project at a glance



Enhanced call centre efficiency.



Increased capacity to focus on specialist cases.



Reduced pressure on health and social council services.



Improved customer experience and overall accessibility.

## The challenge

After nearly a decade of directing Plymouth residents to vital health and wellbeing services, Plymouth Online Directory was in need of a new website platform supplier, a supplier which could provide the technology and flexibility needed to go forward.

The site required a supplier that could provide:

- 24/7/365 access to health and wellbeing information for residents.
- Extensive reporting abilities to enable the tailoring of services, and identify and meet residents' needs in the future.
- Easy website content contribution from external providers to help build on the directory's well-established reputation.

## The solution

Assessing a wide range of suppliers during the procurement process, the team chose GOSS as the most appropriate supplier. Kate Jones, Project Manager (Strategic Commissioning), Plymouth City Council explains: "We had so many technical requirements and security protocols that the new platform had to conform with. GOSS not only ticked these boxes, but the fact it's a local supplier and went to great lengths to be transparent with costs was a huge advantage for us."

Plymouth Online Directory wanted a platform that was easy to manage and update, and that would help the directory add more features in the future – enabling it to keep pace with the constantly changing state of health and social care in the city.

## The results

One of the directory's most important features is its self-assessment portal, which takes residents through a series of questions to evaluate if they may have eligible needs under the Care Act 2014. The portal provides residents with directory information based on their responses. It can also indicate whether individuals are eligible for additional care and provides the option to submit an Adult Social Care application. With the new reporting capability, Plymouth City Council can now track the journey from initial self-assessment submission through to its outcome. "Getting the self-assessment portal live is a massive step for us," says David Hodder, Commissioning (Digital), Plymouth City Council. "Not only does it help empower residents to make more informed health and wellbeing decisions, but it also significantly reduces the pressure on our contact centre and support workers – enabling us to focus on more complex issues."

In addition, the new platform enhances the service's SEND (special educational needs and disability) offering. And with its enhanced reporting functionality, the directory now has access to data that better identifies children's needs and improve outcomes. Kate Jones explains that the feel of the website and its searchability is far superior to the old one: "We now have access to detailed insights on how our residents use our website. It means we can identify our most popular services and at what times. It's completely transformed how we tailor services to our customers' needs. GOSS has done everything in its power to live up to the company's great reputation. The GOSS Digital Platform has provided residents with the power to make more informed health decisions, but it also enables the Council to increase its efficiency – it's a win-win for all."