Improving Public Sector Services

Top-Talent Manchester November 2022

The Shakers

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Project Brief

We were set a challenge to exploit technology, use data insights and service design techniques to improve public service delivery.

We focused on making public services fit-for-purpose and customer-centric.

The problem

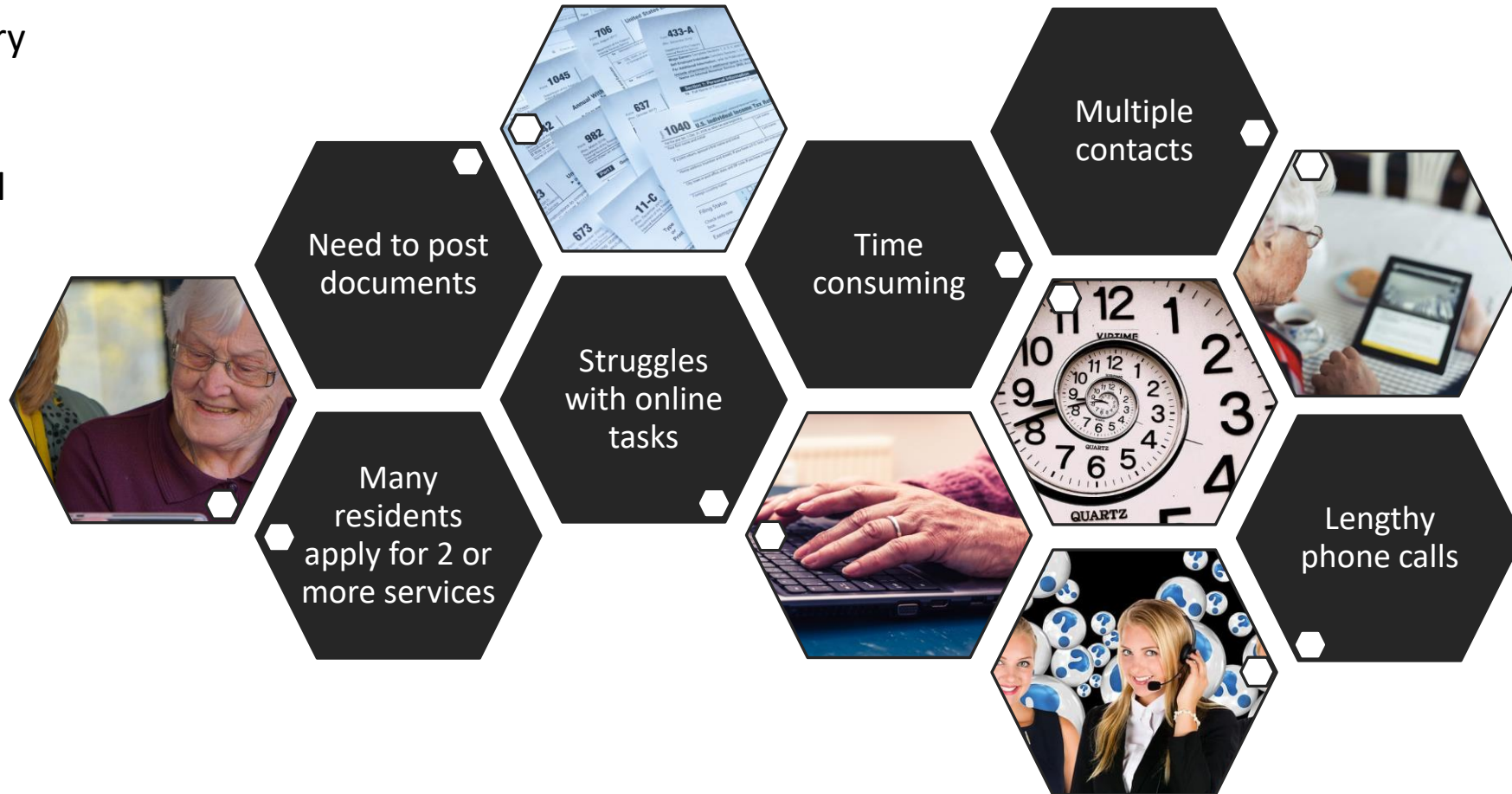Applying for services like the Blue Badge

Applying for council services

Applicants for Blue Badges need to complete a lengthy application and submit multiple pieces of documentary evidence.

While this can be quite easy for digital savvy users many residents find this challenging and rely on the contact centre to help them complete it.

They may not be able to scan and upload a document from their laptop or phone so have to visit a council office or post documents in.

Need to post documents

Multiple contacts

Time consuming

Struggles with online tasks

Many residents apply for 2 or more services

Lengthy phone calls

Challenges - customer frustrations

"Long winded and repetitive"

"too complicated for a renewal process"

"Very unclear regarding adding information and overwhelming for an older person."

"No information or help for those who do not know how to use a computer."

as it takes a long time for the Blue Badge to be sent out and renewed.

"I don't know how to upload documents and would rather see a person face to face to do this"

Multiple sources of evidence

"Took an hour and a half to fill in"

"Hardest form I have ever filled – even staff at the Council say it is hard to do and ridiculous".
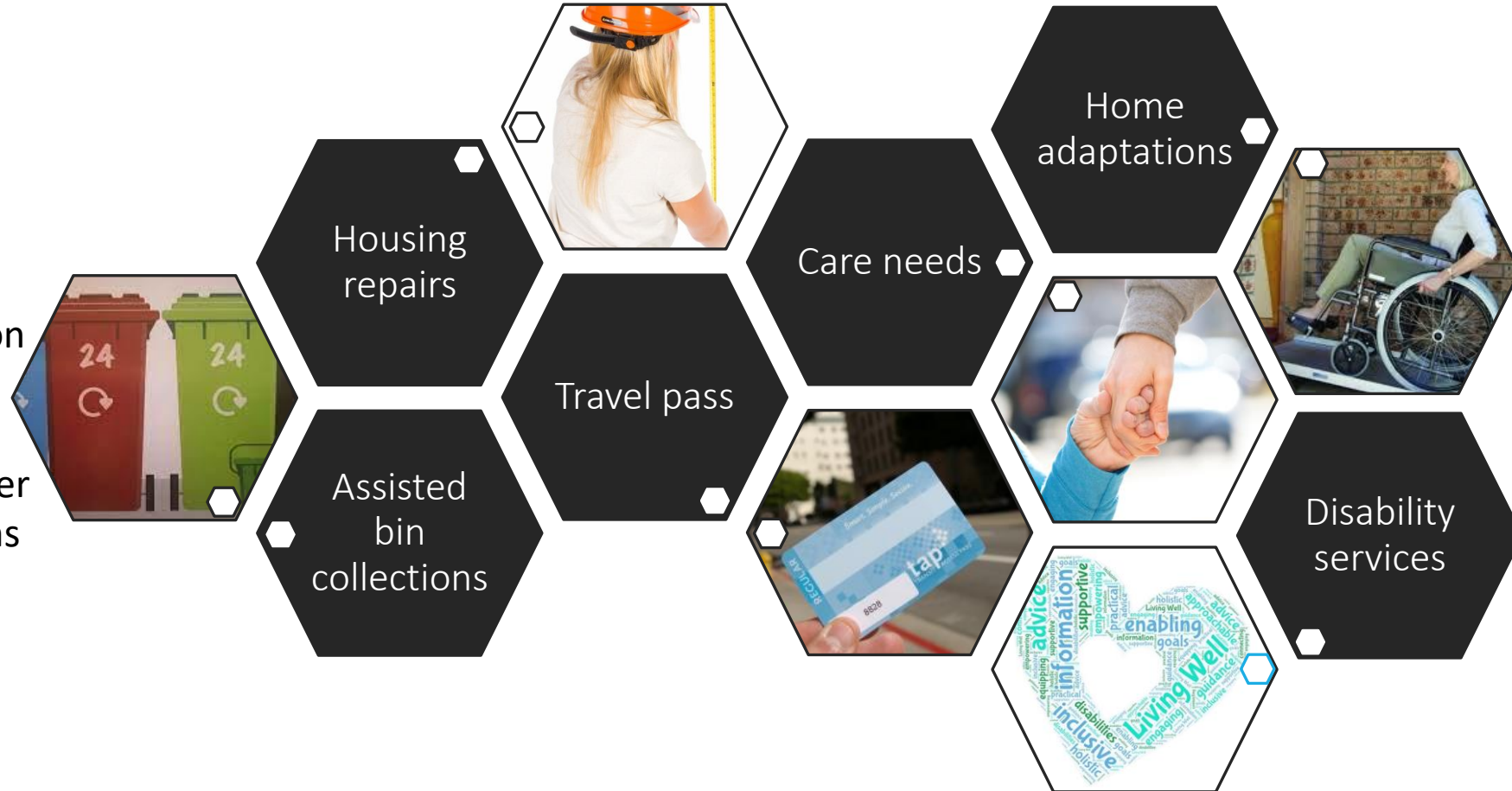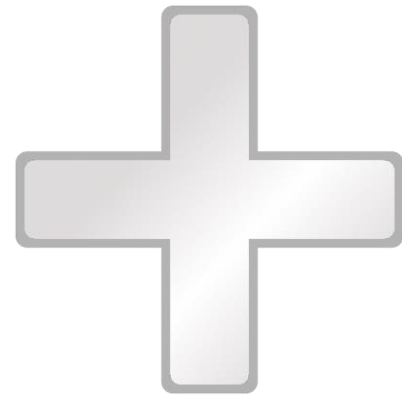
Thinking wider

Moment of clarity – Many residents apply for 2 or more services so Blue Badge alone is too specific

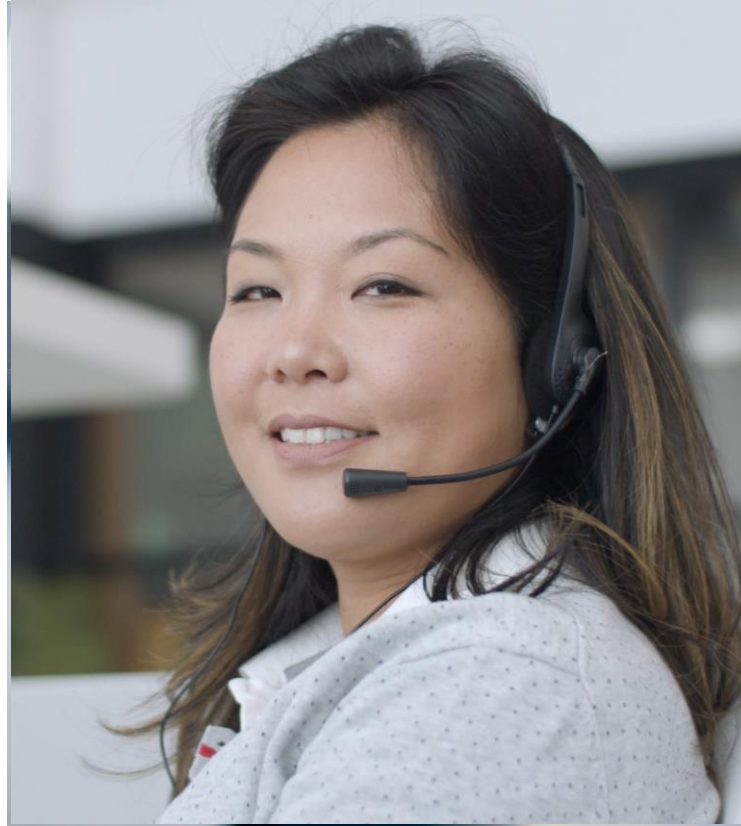Similar frustrations and challenges apply to different services.

Moment of clarity – Considered a solely Digital Assistant focused solution would be for too limited an audience.

Expanded our thinking to include wider applications, more accessible solutions and opportunities for re-use

Housing repairs

Home adaptations

Care needs

Travel pass

Assisted bin collections

Disability services

The solution

Residents vault – tell us once

The resident's vault

Electoral roll, PIP, NHS

Resident's "vault"

Renewal
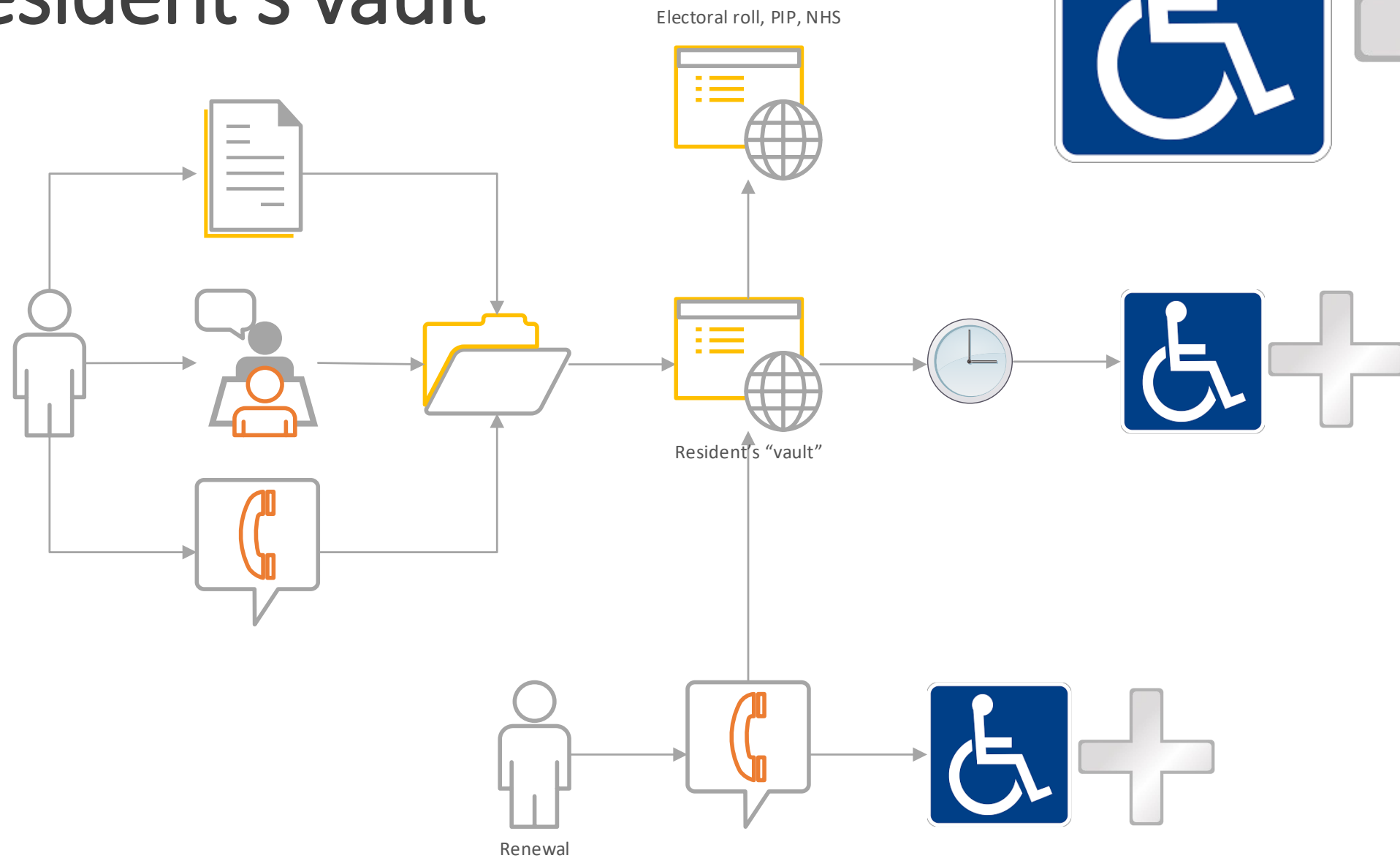
Benefits

Better support for disabilities

Easier for citizens to renew

Reduced impact on the contact centre

Improved first call resolution

Better quality of data

Fewer rejections

Easier to apply for new services

Faster delivery of Blue Badges

Extension opportunities

- Increase the number of services that can be applied for or renewed using the citizen vault
- Add further external data sources that can be looked up on demand
- Integrate digital assistants such as Alexa, Siri, and Google into the flow
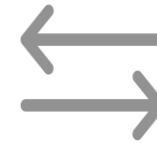
Considerations

Security
- Sensitive data must be encrypted at rest and in transit and impossible to access without the appropriate authorisation

Resident' control of access to their data
- Residents must retain control over their data and decide when and for what purposes it is used

Interoperability with external data sources
- External data sources including health records, address records may need to be obtained as part of an application or renewal
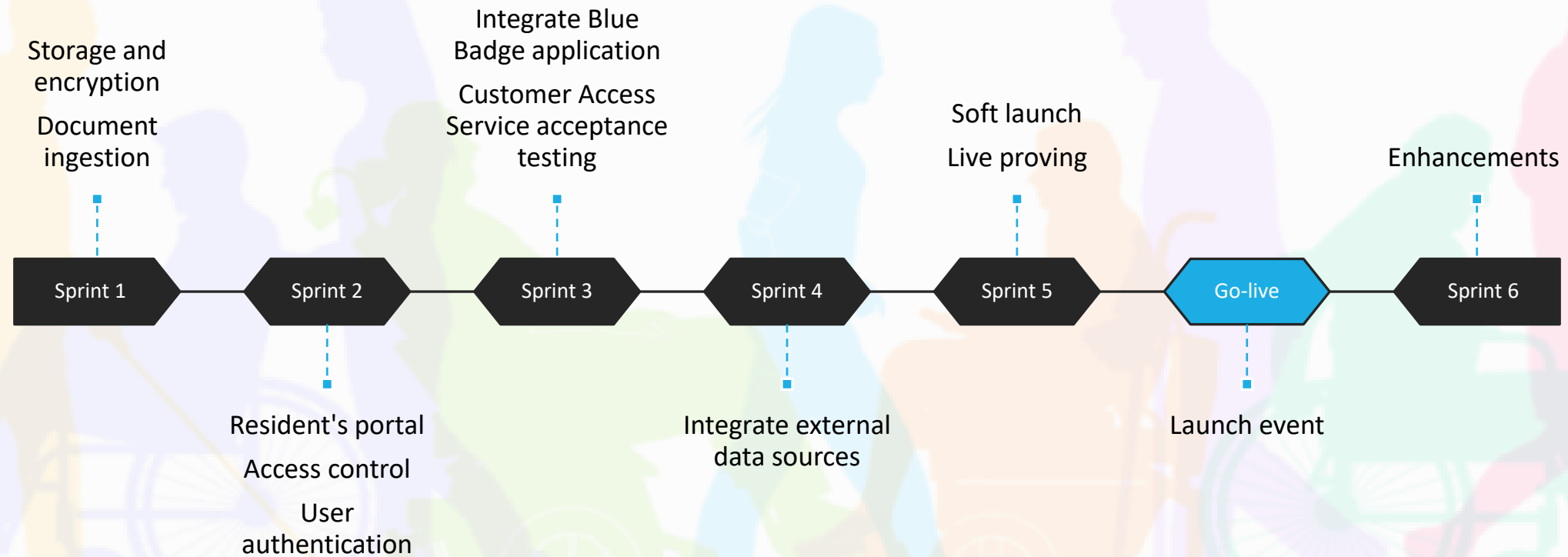
Ensuring data is maintained
- Data must be validated periodically,

Matching to other data sources
- Residents must be able to update their vault each time they provide updated information to the council.

Agile development timeline

Storage and encryption

Document ingestion

Integrate Blue Badge application

Customer Access Service acceptance testing

Soft launch

Live proving

Enhancements

| Sprint 1 | Sprint 2 | Sprint 3 | Sprint 4 | Sprint 5 | Go-live | Sprint 6 |

Resident's portal

Access control

User authentication

Integrate external data sources

Launch event

Measures of success

Single sign on for multiple services to the council

Re-usable components

Accessible, usable – person-centred design

Improved back-office workflow – savings in time and money

Available on Digital Assistants like Alexa

Thank you