

# What if there were a one-stop shop for web improvement?



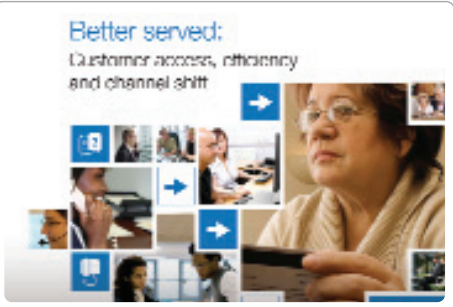
# There is, and it's called Socitm.

**'Digital by default' is anything but an empty slogan. Customer self-service via your website will save your organisation money and improve customer service. Internal self-service for staff, using a well-designed intranet, can be equally beneficial. Social media are increasingly important in communicating with stakeholders, and a positive approach to open data can help both the organisation and its public.**

But how can you achieve a step change in the quality of your organisation's online presence when the range of digital channels is more complex than ever and customer expectations are rising all the time?

For over 25 years **Socitm** has focused on improving the use of technology by the public and not-for-profit sectors. We have an outstanding record of defining and spreading best practice and supporting innovation. Our consultants have been heavily involved in the development of online government services in the UK and our analysts have been central to defining the targets and measuring progress towards them.

We can help your organisation achieve the cost savings and huge improvements in service quality and communications capacity that a better website, intranet and approach to social media can bring. This brochure explains how.



➔ **Socitm Insight's Better served report is the definitive guide to customer access, efficiency and channel shift.**

# We can **focus** your website on what your customers really want...

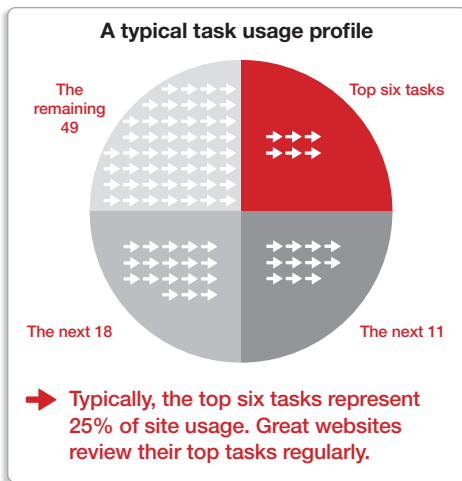
**Too many public and not-for-profit sector websites reflect the organisation's structure and internal politics rather than what its customers want to see. Poor design and implementation result in up to 40% of visits failing wholly or partly to achieve their aim.**

Our **evidence-based** approach can help you to re-focus your website so it delights your customers and becomes a money-saving asset rather than an expensive liability.

First of all we help you to identify the **top tasks** customers want to carry out and make them quick to find and easy to use. Wherever the customer journey starts (eg from Google or the home page), it's vital that it goes smoothly and achieves a satisfactory result.

Then we use **sophisticated survey techniques** to uncover what customers like and dislike about your site in general, and use this to define a prioritised improvement strategy.

Our expert analysis will reveal **quick and economical wins** – often in the area of navigation. You can be sure that your site will serve customers better.



# plan and implement web improvement programmes...

**Just keeping a website up to date is hard enough, especially given today's stretched resources and the content-heavy design of many current sites. If you want your digital strategy to achieve significant channel shift in a reasonable timescale, external support is vital.**

Our people will help your in-house team to develop and implement effective improvement programmes that deliver **rapid payback**. Coming from outside the organisation, they are free from internal pressures and can fairly assess how your online services work for real-life customers. And they have a huge database of detailed comparative performance data to guide them.

We have a special focus on encouraging **increased take-up** of online services by improved usability and better promotion, including the use of social media and exploiting the potential of access via smartphones and TVs.

Our improvement plans are pragmatic and reflect the resources available now and in the future. A key feature is the **transfer of skills** to your people, to ensure progress is maintained. And with a single focus on the job in hand we can manage your web improvement project through to a successful conclusion, leaving you to concentrate on the day job.



➔ **With our experience across thousands of websites, we can pass on techniques that make a big difference.**

# monitor web progress and compare performance...

**Socitm provides a range of proven options for measuring and benchmarking website performance.**

**Better connected** is widely recognised as the authority on public sector websites as they are and as they should be. Over the last 13 years it has given subscribers a unique insight into how their website compares with its peers and which emerging web trends need to be addressed.

### **Personalised website review**

provides an in-depth analysis of your website from the customer perspective plus a review of its technical structure, strategic context and governance.

Our **Website take-up service**, used by over 140 organisations, measures visit failure and visitor satisfaction to benchmark performance against peers.

Providing a top-down view for the year as a whole, **Channel value benchmarking** tells you what customer access is costing you now, how each of the main delivery channels is performing and how much channel shift could help.



117.15	736.61	1012.76
112.97	1173.43	1051.05
226.99	486.19	111.30
<b>Cost per contact</b>		
<b>Face-to-face</b>		<b>£7.01</b>
<b>Telephone</b>		<b>£3.26</b>
<b>Web</b>		<b>£0.17</b>

→ Many organisations ask us for information about the business case for channel shift.

Our **Transaction audit service** analyses all customer transactions over a defined period of time (eg week, month) for each access channel and staff time spent handling them, defining a baseline for web improvement measures.

# review your vision and digital strategy...

**Some organisations do not have the resource or experience to produce an overall digital strategy. Others may want external validation of a strategy developed in-house. Many realise that a social networking strategy is an important component but are unsure how to incorporate it.**

We have a **well-developed framework** to help you develop a vision for how the website will help your organisation achieve its objectives, and to develop a digital strategy that pulls together web, social networking, SMS and mobile access, email and customer accounts in a coherent way.

Based on a 20-point checklist, our framework provides a rigorous process for defining the digital strategy in such a way as to ensure its **alignment with the corporate vision** and priorities, and with other key corporate strategies - the customer service strategy, information management strategy, ICT strategy, property and accommodation strategy.

We apply the same rigour to strategy reviews. Acting as a **critical friend**, we ask hard questions about how the strategy was developed, the degree of buy-in to it across the organisation, governance processes and the impact of emerging technologies.



➔ **Workshop sessions are often the best way to ensure web strategy achieves buy-in across the organisation.**

# or simply **replace** your current website with one that costs a lot less and delivers a lot more.

**Sometimes it's best to start with a clean slate. We offer a complete, end-to-end 'website in a box' service for those organisations that want to make a fresh start with their website, reduce costs, and achieve the levels of saving that they know others are achieving.**

We have the skills and the tools to help you achieve a website that delivers for your organisation – a website, based on **open source**, that gives real value in terms of the services it delivers to your customers and the cost savings it makes for you.

We cover all that is needed from the baseline of where are we now, what do we want to achieve and how do we get there. We work with you to achieve this by providing a new website that is not only less expensive to implement than proprietary products, but also has a lower total cost of ownership. It will enable you to take control and manage channel shift to achieve **significant savings** and deliver a better customer experience.



➔ **A new open source website can save on licensing costs and bring your site's technology bang up to date.**

# Let's **talk** about it.

**We at Socitm are confident that we have a uniquely comprehensive set of services for public sector and not-for-profit organisations seeking to improve their web presence. These services are backed up by the UK's most detailed dataset of comparative web performance statistics.**

Whatever the digital challenges your organisation faces, from advice on web accessibility through to complete rebuilds and online strategy, **we can help you succeed.**

For an informal discussion, please call Diane Priday on **0845 450 0904** or email [webservices@socitm.net](mailto:webservices@socitm.net).

We look forward to hearing from you.

The logo for Socitm, featuring the word "socitm" in a lowercase, bold, sans-serif font. The letter "i" is red, while the other letters are black.

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