

our new
council

➤igitalkirklees

Digital by Design – “Services so good that people prefer to use them, whilst not excluding those who don’t”

Andy Brammall

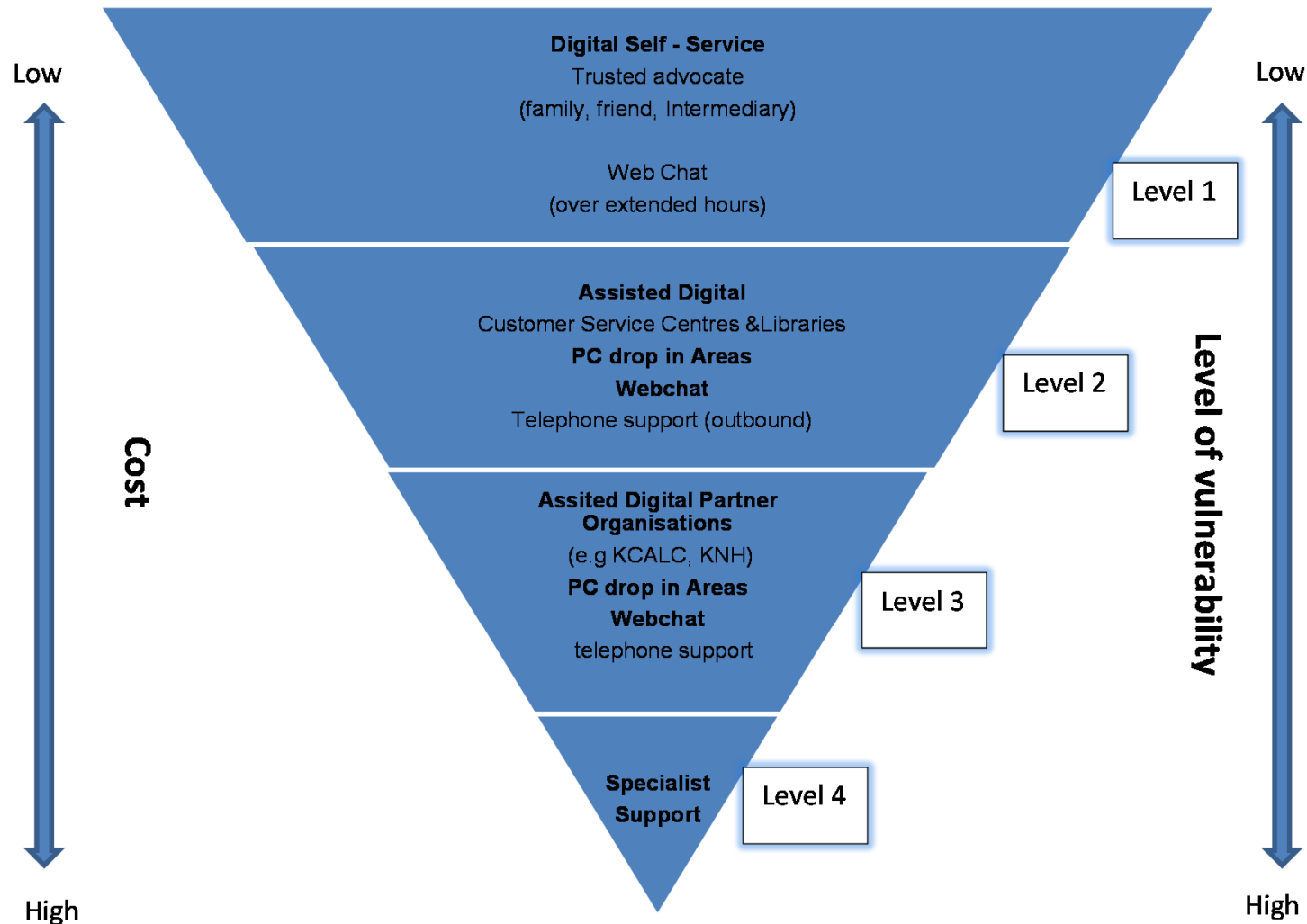
“Digital Kirklees” October Launch

- New **Citizen Account**, the “My Kirklees Account”
- Sign on and integrated with **Social Media**
- **Designed for Mobile** – Allowing access by almost anyone, anytime, anywhere
- **Full account information**, balances, transactions and history for; Council Tax, Benefits, Housing, Repairs, and Waste Services (60% of current enquiries)
- Access to Account 24/7/365, any device, any location
- **Host of New “Phase 1” Services** – phased implementation following Citizen Account Launch, including; Taxi Licensing, Community Safety, One Venue, Bereavement Services
- **Joined up Customer Journey** between “My Account”, Council and KNH web services
- **Direct Citizen Communication**, update, and consultations channel with citizens
- **Single customer record**
- **Secure Partner Account** and Workflow across any partner
- **Business Account** – Capability available for Development
- **Land Lord Account** – Capability available for Development
- **Members Account** – Capability available for Development
- **Staff Account** and automated internal workflow, simplification and integration of existing systems [to be release following Citizen Account]
- **Assisted Digital** ready in Customer Centres
- **Fulfilment workflow** - into service departments

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Assisted Digital Provisions



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Digital Innovation Centre Activities

- D X D Toolset, Capabilities and Basecamp Ready for Use
- Completing Delivery of Urgent Processes
- Phase 2 Programme – Adults Project Planning
- Scoping Members Account planned following launch
- Citizen Account Development and integration with all services, and enabling front door development
- Internal process development (Staff Account)
- Services Service Self Build approach (starting with KNH, Revs and Bens, Place Services)
- Corporate web content management and self service capability
- Business Intelligence Innovation Lab
- Scoping to expand resources to do more?

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Communications and Marketing

- Branded for Kirklees, not particular partners
- Members and Community “Test Driven”
- Ipad competition incentive for new account sign up (30 extra accounts and one enquiry, covers the cost of the ipad)
- Customer Centres promoting using Citizen Account to all callers
- Push promotion via Gov Delivery subscribers
- Press advertisement and articles (Citizen account and Ipad)
- Communications campaigns for all stakeholder groups (Citizens, Politicians, Corporate, Internal, Commercial Customers, Businesses, Press, Digital and Gov Industry)
- Targeted service specific comms, e.g. Taxi Firms, Funeral Directors, Partners

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Timeline to October Launch

W/C 18th September

- Product Presentations to Strategic Leadership
- User Acceptance Testing

W/C 25th September

- Technical Amendments and Trouble Shooting

W/C 2nd October

- Briefing Sessions and Training of Frontline Services
- Final Amendments
- “My Kirklees Account” Product Development Complete

W/C 9th October

- Focus Group / Community Volunteer Testing
- Members Testing
- Comms Phase 1 Pre-Launch - “My Kirklees is Coming”

W/C 16th October

- Apply feedback from Community and Members Testing
- Final Pre-Launch Checks and Diligence
- “Go / No Go” for Launch Decision

W/C 25th October

- **Launch of “My Kirklees Account” to Citizens**
- Comms Phase 2 Soft Launch “My Kirklees is Here”

W/C 15th November

- Comms Phase 3 - “Full Promotion”

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Demonstration of...

➤ Digital Kirklees



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