

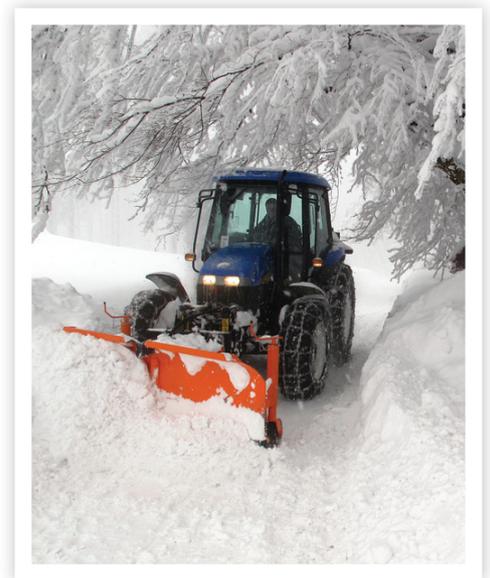
- GOSS iCM (intelligent Content Management)
- GOSS Hosting
- GOSS Social Media
- GOSS Analytics

NORTH LANARKSHIRE COUNCIL WEBSITE HANDLES COLDEST WINTER IN 100 YEARS

To reduce the risk of road chaos and other disruptions during severe winter weather, North Lanarkshire Council created a comprehensive winter communications hub within its website. The website became the focal point for vital, local information during one of the harshest Decembers for more than a century.

“ Using GOSS iCM we’ve created a resource that not only helps local residents and businesses with the day to day running of their lives, but can also aid them under exceptional circumstances, as we found during the coldest winter to hit the UK for 100 years. ”

Sue Roberts, Website Development Project Owner, North Lanarkshire Council



Better connected
2012 ★ ★ ★ ★

Putting safety first

North Lanarkshire Council is Scotland's fourth-largest local authority, dedicated to delivering best value and sustainable service to the 325,000 residents it serves. It prides itself on delivering relevant and up to date information, putting service and people first.

Faced with the prospect of exceptional numbers of customer enquiries during harsh winter weather, the Council created a winter communications service that would answer as many enquiries as possible via the website and social media, freeing staff to focus on service delivery and resolving urgent issues.

The challenge

North Lanarkshire Council wanted to be ready to handle enquiries from residents, businesses and local media in the event of severe winter weather.

In particular, it wanted to ensure that essential services would not be disrupted by the need to respond to high volumes of requests for information about road and school closures, gritting plans and other weather-related issues.

The website was identified as the ideal channel to deliver continually updated, relevant information without affecting frontline services, but it needed to be able to handle unpredictable spikes in traffic during the harshest weather spells.

The solution

- ▶ Used the GOSS iCM web content management system to create a dedicated winter communications hub within the council website
- ▶ Selected GOSS Hosting to ensure bandwidth could scale to cope with spikes in traffic
- ▶ Generated a winter services landing page that could be updated as needed
- ▶ Supplemented website information with a Twitter feed to broadcast latest updates
- ▶ Kept the site continually updated with critical information such as school closures and gritting routes
- ▶ Used Google Analytics to monitor user behaviour and navigation, and modified content accordingly

The results

- ▶ **Handled 1.1 million site visits in one month during the winter of 2010-2011**
- ▶ **Scaled bandwidth seamlessly to cope with large traffic spikes on the most wintry days**
- ▶ **Freed up council staff to focus on urgent enquiries and essential service delivery**
- ▶ **Reduced the cost of handling information requests by 85% (compared with phone)**
- ▶ **Gained 3,500 Twitter followers for the Winter Twitter feed**
- ▶ **Ranked in the top 6% for its winter services in SOCITM's Better Connected report for 2011**

The screenshot shows the North Lanarkshire Council website. The header includes the council logo and the slogan 'service and people first'. A navigation menu is located below the header. A search bar is present on the right side. The main content area displays the 'Roads winter service policy and procedures document 2011 - 2012' page. The page content includes a heading, a sub-heading, and a photograph of a snowplow on a road. A sidebar on the right contains 'Contact us' and 'Related articles' sections.

“ Our winter communications hub supported residents, fed information to the media and allowed other channels to concentrate on delivering services. Through the website, we were able to handle one million additional information requests. ”

Sue Roberts, Website Development Project Owner, North Lanarkshire Council

Why GOSS Interactive?

Customer experience management technologies from GOSS Interactive power some of the UK's most user-centric websites, including the Met Office, Brittany Ferries, South West Water, Virgin Trains and Exeter City Council. Built around the award-winning GOSS iCM content management system, our customer experience management tools let you deploy web strategies that meet your customers' needs today and deliver the content and functionality they'll need in the future.

Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

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