

- GOSS Channel Shift Consultancy
- GOSS intelligent Content Management
- GOSS Mobile Web

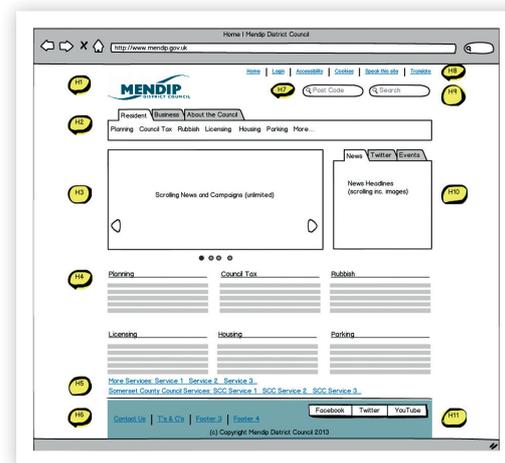
MENDIP DISTRICT COUNCIL ENABLES CHANNEL SHIFT WITH USER-CENTRIC WEBSITE

Mendip District Council is preparing for the digital future with a new five-year web strategy that will move more enquiries and transactions online, significantly reducing its service delivery costs.

A new website and mobile site, built using technology and consultancy from the public sector web specialists at GOSS, will keep pace with customers' changing technology usage patterns as more people turn to the web first for local government information and services.

“GOSS was the only CMS vendor who also had a complete strategy for helping us to move more transactions online and make significant cost savings. We couldn't have done this with anyone else.”

Lucy Mitchard, ICT Officer (Web), Mendip District Council



A sprawling website that had lost its way

Mendip District Council's website had been left largely ungoverned since it was implemented in 2003. By 2012 the site had swelled to 15,000 pages, many of them out of date. Visitors found it very difficult to locate the services or information they needed, even though most of it was actually there.

The challenge

With the website so difficult to use, frustrated customers turned instead to the council's phone or face-to-face channels, inflating Mendip's cost to serve. When local government budget cuts started to bite, and after two years of lacklustre two-star ratings in SOCITM's Better Connected survey, Mendip knew something had to be done – and quickly.

Mendip invited six companies to tender for the provision of a new content management system, but only one came to the table with a complete vision and methodology for channel shift. GOSS won the contract and embarked on a four-month channel shift program with Mendip.

The solution

- ▶ Project team scoping workshop with business managers and web editors to understand the problems with the current website and what was needed from a new one
- ▶ Persona workshop to understand typical website users and their needs, developing six personas to act as reference points when building the new site
- ▶ Senior management workshop to gain the buy-in of the Chief Executive and service heads to a new, channel shift-focused web strategy, and to introduce them to the new personas
- ▶ Identifying top tasks for the website, using web analytics and call centre records to understand key interactions that could be handled more frequently over the web
- ▶ Website design workshops to design a site geared to users' needs, with clear navigation and an emphasis on top tasks like viewing planning applications and ordering recycling bins
- ▶ Implementation of new desktop and mobile sites in GOSS iCM (Intelligent Content Management), with all content created from scratch to ensure freshness and relevance
- ▶ User panels to test the function and ease of use of the new desktop and mobile sites
- ▶ Creation of a five-year web strategy to map out future enhancements to the website as technologies and their usage patterns evolve

The results

From the work conducted with GOSS, Mendip gained the following benefits:

- ▶ **Went live with a new, user-centric and top tasks-focused website in just four months, including a dedicated mobile site with content optimised for smartphones and tablets**
- ▶ **Channel-shifted 50% of customers from manual to automated payments via an Automated Touch Tone phone payment facility**
- ▶ **Saw a 38% increase in usage of the online maps facility in April-June 2013 compared to the same period in 2012, with users saying navigation is now clearer and easier**
- ▶ **Transformed the manageability of the site by reducing the number of pages from 15,000 to 1100, and the number of contributors from 55 to 35**
- ▶ **Gained a complete, future-proof web strategy for the next five years**



“ The whole way that GOSS work just fitted really well with us. Their knowledge of local government and the frustrations that we have, and their willingness to go out of their way to accommodate everything we were trying to achieve, were just fab. ”

**Lucy Mitchard, ICT Officer (Web),
Mendip District Council**

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations.

GOSS consultants lead strategic projects across the public and private sectors, helping clients to define and implement web, mobile and channel shift strategies that deliver optimal results.

Get started today

Find out how GOSS can help you to develop a channel shift strategy that delivers tangible cost savings while transforming service delivery.

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