



Melissa aged 46
from Horncastle

“ 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

KNOW THE PEOPLE YOU'RE SERVING

Achieving further customer service efficiencies, while satisfying the public's evolving expectations, will require organisations to make increasing use of digital channels. However, customers cannot simply be forced to change the way they access services; they must want to.

That means, for Channel Shift to be effective, each decision must be based upon a realistic view of various customers' motivations, wants and needs.

Customer persona development is well-established best practice, enabling an organisation first to truly understand their customers, and then to access, communicate and act upon those insights, quickly and easily, on an ongoing basis. GOSS consultants will work with you to develop a set of 5-7 customer personas that truly reflect the needs and circumstances of your main customer segments.

Key benefits include

- ▶ Realistic, evidence-based personas
- ▶ Communicate customer needs
- ▶ Improve Channel Shift adoption
- ▶ Help teams think differently
- ▶ Tailored for local government
- ▶ Develop in-house expertise
- ▶ Clear process for future reviews
- ▶ Set of 5-7 persona pop-up banners



Introducing GOSS Persona Development

A customer persona is a realistic, but fictional, character that stands for an important part of your audience – and helps you to make fast, intuitive decisions about how certain groups or segments will respond.

A customer persona includes data on demographic, age, location, family status, interests, and when, why and on which channels they are likely to interact with your organisation.

GOSS Persona Development is a self-contained service, giving you the toolkit to research, create and use truly effective customer personas, and to keep them under review in future.

Key features

Our core Customer Persona Development service includes:

- ▶ **Data gathering:**
GOSS will advise your team members on gathering appropriate demographic and web analytics data to create truly realistic personas.
- ▶ **Half-day development workshop:**
Hands-on session with experienced Channel Shift professionals to understand and begin the persona creation process.
- ▶ **Templates and procedures:**
Supporting your organisation as it cultivates its own persona development expertise.
- ▶ **Persona refinement:**
Experts from GOSS will help you review and finalise your personas, presenting the final selection to senior management and other key stakeholders.
- ▶ **Communication and use:**
Advice and assets to help you explain and implement your personas in practice (including individual persona pop-up banners).

Optimise your persona development with these additional GOSS services:

- ▶ **Data mining and analysis:**
Direct help from GOSS experts in gathering and interpreting your demographic and web analytics data.
- ▶ **Full persona generation:**
Saving the organisation time by developing the personas on your behalf.
- ▶ **In-depth interviews:**
One-to-one interviews with customers to understand wants, needs and technical awareness in more detail.

westlothian.gov.uk West Lothian Council

Young people in transition lifestage – representing 12% of our population

"I don't know where to go!"

Name: Sophie Bell
Age: 19
Occupation: Unemployed
Description:

- Lives with her Granny who is an Almond Housing tenant in Deans, Livingston.
- Left school at 16 having achieved several standard grades and started work in a local bakery.
- Was "asked to leave" employment after 18 months due to a catalogue of issues relating to timekeeping and attitude.

84%

OF LOCAL GOVERNMENT SERVICE PROFESSIONALS CITE "IDENTIFYING CUSTOMER NEEDS" AS A MAJOR CHANNEL SHIFT CHALLENGE (GOSS LOCAL GOVERNMENT CHANNEL SHIFT SURVEY, 2013)

Why GOSS Interactive?

Channel Shift specialists from GOSS Interactive have delivered numerous projects across the public sector using our unique Six Steps to Channel Shift strategy. Over 70 organisations have worked with GOSS to achieve successful Channel Shift, often with seven-figure cost savings.



Get started today

Great customer personas are a key part of any effective Channel Shift strategy. Contact us today, and discover how we can help you to understand what your customers really need.

W: www.gossinteractive.com E: enquiries@gossinteractive.com T: 0844 880 3637

Get started now

Complete our online form to get started.



www.gossinteractive.com