

BUILDING PERFECT COUNCIL WEBSITES

Accelerate channel shift with the UK's leading Public Sector CMS



GOS

www.gossinteractive.com/cms

ENABLING SELF-SERVICE THROUGH USER-CENTRED DESIGN

The best public sector sites combine a user-centred design approach with smooth and easy online processes to ensure visitors can find and do what they want – every time.

Find my nearest

Many visits to local authority sites are people looking for nearby facilities, such as recycling centres and public toilets. Make it really easy with a prominent 'Find my nearest' section – and optimise for mobile!

Top Tasks

Most people come to your site looking for the same 10-15 things. Use analytics to find out what those things are, and make them as prominent and easy to find as possible.

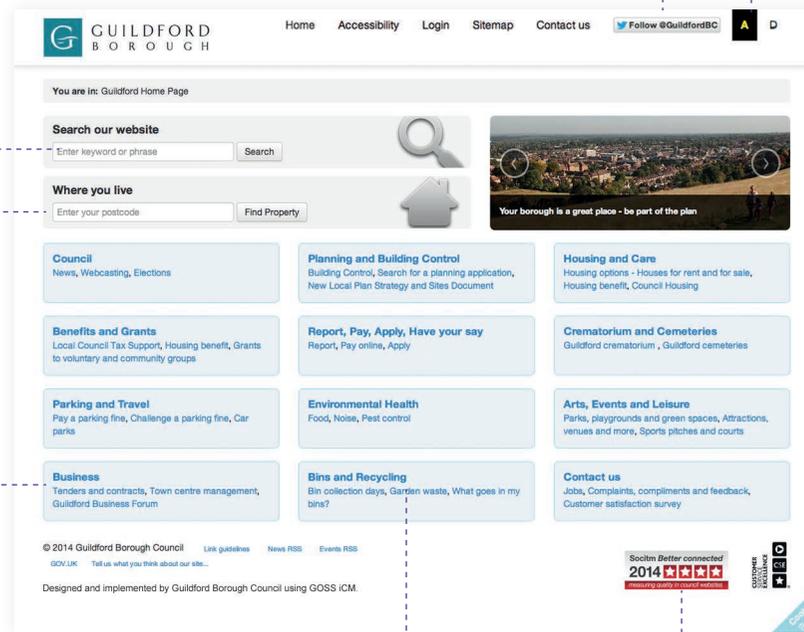


“ Only one form of navigation makes it easy to pick out what I am looking for and it works really well. Why can't everyone else do this? The landing pages are similarly clutter-free. The site excels in the experience it delivers on a mobile, where it is second to none. ”

Review of Guildford Borough Council's 4* website in Socitm Better Connected 2014

Search

One of the best ways to help visitors find what they need. Search is especially useful if you can provide faceted, federated, and map-based options to guide visitors to the right information quickly.



Social Media

Expand your citizen engagement and increase customer service with social media integration and clear sign-posting to your social media channels.

Accessibility

Consider the needs of all of your users – can people with disabilities and speakers of other languages easily find what they want?

User-Centred Design

Deliver smooth and easy online processes to ensure visitors can find and do what they want – every time.

Plain language

Can customers find “bin collection days” on your site, or do they have to know to look under “environment”? Write in the language of your customers and they'll use your site far more.

Responsive Design

Over 40% of traffic to local authority websites is now from a mobile device. Make sure your content and processes are responsive and optimised for mobile use.



Seamless Integration

Service delivery often needs to be integrated seamlessly with other systems such as CRM and payment gateways. An easy, secure payment process will keep customers happy and reduce calls and face-to-face interactions.

Forms and Processes

Easy to use forms, properly integrated with back-end systems and processes, make online transactions easy – delivering a great customer experience and minimising inbound calls.

Fast and reliable hosting

Websites need to be available 24/7, with quick download speeds. Your infrastructure should also be able to scale quickly if demand peaks, for example during severe weather.



ACCELERATE CHANNEL SHIFT WITH THE UK'S LEADING PUBLIC SECTOR CMS

Public Sector websites need to provide an outstanding customer experience every time – otherwise the sought-after channel shift savings will never materialise.

That means building the website with a powerful, easy-to-use content management system (CMS) that makes life as easy as possible for your internal content managers and your external website visitors alike.

As the UK's leading public sector CMS, GOSS iCM (intelligent Content Management) has everything you need to publish and manage content, engage with citizens and businesses, and achieve your channel shift goals.

Plus, our ultra-secure, high-performance website hosting service means your site will always be up and available for your visitors – while costing you less to manage and run.

“ GOSS understands local government and the need for any organisation to have access to reliable technology. We love the flexibility of GOSS iCM and the approvals system is very good for maintaining governance across a big site. ”

Wendy Pain, Web Services Manager, North Yorkshire County Council



EASILY MANAGE CONTENT

GOSS iCM (intelligent Content Management) has all you need to publish, edit and manage content across your websites – no matter how large your site or your team of contributors. Features include:

- **Ease of Use:** User-friendly interface for people to upload and manage content from desktop or mobile devices
- **Templates:** Quickly create new sites and pages with templates that are geared to users' needs
- **Widgets:** Easily add polls, forms, images, code snippets, social media plugins and more
- **Search Engine Optimisation:** Wide range of SEO features including tagging, URLs and breadcrumbs
- **Workflow:** Stay in control with automated approvals process
- **Security:** Robust security features to create intranets and extranets and lock down content editing
- **Analytics:** Track visitors, conversions, referral sources, journeys and more
- **Training:** Scheduled or bespoke training to make the best use of GOSS iCM, for individuals or teams

ACCELERATE CHANNEL SHIFT

Make it quick and easy for customers to find information and make transactions online – from any connected device. Features include:

- **Forms:** Get the right information from customers without wasting their time
- **Super Search:** Give website users the tools to find the information they need, quickly and easily
- **FindMyNearest:** Save users time with a handy postcode lookup connected to local services
- **MyAccount:** Enable customers to log into a personalised site that remembers their details and previous activity
- **Integration:** Seamlessly integrate your site with back-end systems for smooth online transactions
- **Business Process Mapping:** Map and refine your online processes for a digital-first, mobile world
- **Analytics:** Understand which Channel Shift initiatives are working and where you need to make changes
- **Customer Service Management:** Ensure your customer service delivery is consistent and efficient across channels
- **Channel Shift Consultancy:** Get expert help to devise and implement your Channel Shift strategy



MULTI-CHANNEL SERVICE DELIVERY

Customers want to engage with their local authority on many different platforms and devices. Meet their needs with GOSS iCM's powerful multi-channel service delivery features:

- **Mobile Web:** Develop fully-responsive websites and subsites for maximum ease of use on any mobile device
- **LiveChat:** Deliver outstanding service on your site, prevent abandoned transactions, and make more efficient use of your call centre agents
- **Social Media:** Communicate and engage with customers, easily and consistently, over multiple social media platforms
- **Social Media Management:** Monitor and analyse customer mentions of your services on social media, to increase engagement and inform council strategy

GET THE MOST FROM YOUR SITE

You need your website and online services to be secure, always-available and effortlessly-recoverable in the event of a disaster. GOSS offers the following performance assurance services:

- **Hosting:** Secure hosting in our resilient, state of the art data centre, with 24/7/365 management by GOSS specialists
- **Scalability:** Clustering and load balancing to ensure your site is fully responsive to surges in demand, even during times of unusually high activity
- **Business Continuity:** Enterprise-grade back-up and disaster recovery facilities for seamless business continuity
- **Security:** Get peace of mind knowing your site is protected against all current security threats
- **Support:** Bespoke contracts to ensure you get the right level of support and access to GOSS experts
- **Community:** Share your queries, experiences and advice with fellow GOSS iCM users in our online community and at our many user group meetings and events

“ GOSS consultants helped us to see the website from our users' point of view, so we could focus on delivering things that residents would find useful. With GOSS iCM we have much more flexibility in how we display content and the website looks so much better. ”

Sharon Hudson, Communications Manager, Craven District Council

COMPARE YOUR CMS TO THE LEADING PUBLIC SECTOR CMS

Deliver a better customer experience – and accelerate your channel shift initiatives – with GOSS iCM. Use the checklists below to benchmark GOSS iCM against the features offered by other CMS vendors.

“ GOSS iCM embodied all the principles of good content management in a cost-effective solution. I would recommend it to any organisation looking to move from an unstructured to a structured approach for web content. ”

Charlie Ewen, Head of Web and Media, Met Office

“ 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

Content Management	GOSS	YOUR SITE
Image editing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Text layout	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Templates suite	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mobile	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Responsive Websites	<input checked="" type="checkbox"/>	<input type="checkbox"/>
WYSIWYG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Security and Approvals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Workflow	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media library	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SEO Friendly	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Unlimited Subsites	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Business Delivery	GOSS	YOUR SITE
Forms library	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Find my nearest	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dashboards	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Forms builder	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intranets	<input checked="" type="checkbox"/>	<input type="checkbox"/>
LiveChat	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social Media Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Payments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Business Process Mapping	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Analytics	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MyAccount	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Infrastructure Support	GOSS	YOUR SITE
Hosting	<input checked="" type="checkbox"/>	<input type="checkbox"/>
API Server	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Training	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24/7 Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>
User Groups	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Webinars	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Free bootcamps	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integration	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Channel Shift Consultancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Forms & Process Platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Channel Shift Accelerators	<input checked="" type="checkbox"/>	<input type="checkbox"/>

DORSET COUNCILS SAVES £2M



Seven Dorset councils created a unique, multi-authority web portal to bring communities together, serve customers better and reduce the cost of providing services and information.

Challenge

Dorset County Council and six district councils had created a single, county-wide portal to provide information about their services to Dorset residents. However, the initial site was difficult to manage. Editors were able to change the design and layout without formal approval, leading to branding and design consistency issues. A new, more structured solution was needed.

Solution

- Selected GOSS iCM to replace the existing web CMS
- Ensured consistent branding and design using GOSS iCM templates
- Implemented strong content governance using in-built workflow and approvals
- Introduced powerful search facility to help visitors quickly find information
- Created mini-portals for top tasks like council tax payments

Results

- Saved £2 million over 4 years by channel-shifting enquiries to the website
- Empowered citizens to interact online with 350 departments in seven councils
- Achieved 20,000 repeat visitors every month
- Over-achieved web traffic targets by 30%



“ Since implementing GOSS iCM, customer satisfaction scores have risen and the new site has been a good foundation on which to launch new features such as ‘Find your nearest’, which lists information on council services based on any postcode. ”

Neville Higman, Technical Analyst, dorsetforyou.com

NEW-LOOK WEBSITE FOR MET OFFICE



The Met Office re-launched its website with a smart, targeted and well-managed site that is geared to users' needs, consistently branded, and easy to update and maintain.

Challenge

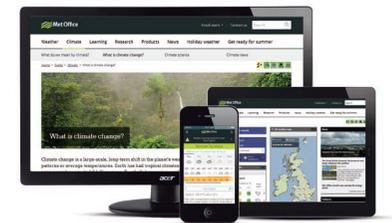
The Met Office website had grown organically with over 45,000 pages of handcrafted HTML, making it difficult to manage. There were no analytics to suggest what users wanted from it, and the web team were spending time editing and publishing content from documents created by employees with little or no web skills.

Solution

- Chose GOSS iCM based on its ease of use for contributors and users
- Used templates to enable the site's look and feel to be updated quickly and efficiently
- Improved site analytics, allowing for the implementation of user-centric pages
- Empowered content publishers, bringing together workflows for publishing and governance
- Ensured all content is current by using the automated expiry feature in GOSS iCM

Results

- Increased traffic to the site by improving the depth and quality of content available
- Freed the web team to develop new functionality rather than just manage content
- Created a flexible foundation for services like an online shop and mobile web



“ The new site makes relevant, up to date information easy to find for the general public, commercial organisations and government. Our web team are now free to focus their skills on developing new functionality, rather than managing content. ”

Charlie Ewen, Head of Web and Media, Met Office

GOSS

GOSS iCM underpins many of the UK's most user-centred websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 90 Public Sector organisations. Our customer experience management tools and pre-built Public Sector forms and processes drive web strategies that deliver lower costs and superior customer service.

Our highly experienced consultants lead strategic projects in the public and private sectors, helping clients to implement web, mobile and channel shift strategies that deliver the best possible results.



GET STARTED TODAY

Contact us today to find out more about building your perfect council website with GOSS iCM:

Call 0844 880 3637
Email enquiries@gossinteractive.com
Visit www.gossinteractive.com/cms
