

SELF-SERVICE PLATFORM

All the tools you need to deliver excellent customer service



GOSS

www.gossinteractive.com/platform

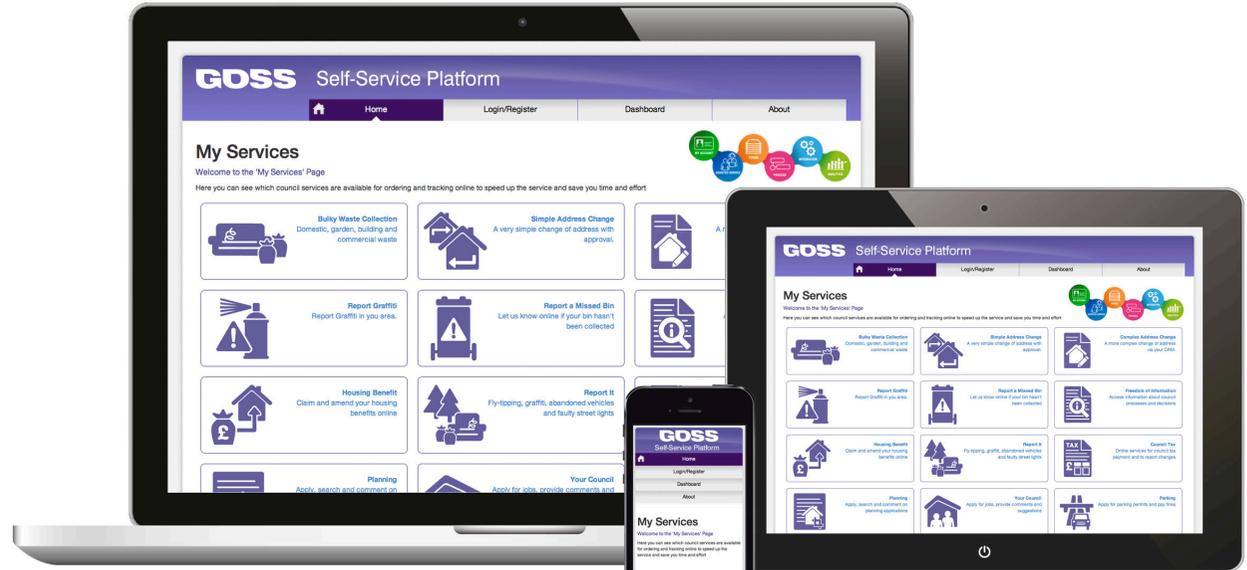
ACCELERATE YOUR CHANNEL SHIFT JOURNEY

Public Sector organisations need to deliver services in a digital world that's increasingly mobile-first. To speed up the journey, GOSS has developed the GOSS Self-Service Platform, the ultimate platform for Channel Shift.

On top of the GOSS Self-Service Platform is a library of Channel Shift Accelerators - pre-built services that include forms, business process maps, integration and dashboards.

Example Channel Shift Accelerators:

- **Bulky waste collection**
- **Report a missed bin**
- **Freedom of information**
- **Housing benefit claims**
- **Report it e.g. Graffiti**
- **Council Tax claims**
- **Planning & Building control**
- **About your Council**
- **Pay parking fine**
- **Order certificates**
- **Bin collection dates**
- **Change of details**



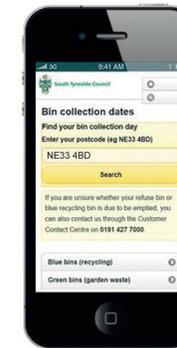
Perth and Kinross Council
Pay Parking Fine



Gloucestershire County Council
Order Certificates



London Borough of Hillingdon
Planning & Building



South Tyneside Council
Bin Collection Dates



West Berkshire Council
Change of Details

MY ACCOUNT

Let customers track all their orders, requests and forms in a single place, and give your team a tailored, efficient process to handle them. The result? Delighted customers and impressive cost savings.

ASSISTED SERVICE

Promote Channel Shift and enhance the face-to-face and contact centre experience by completing transactions on behalf of a citizen.

CHANNEL SHIFT ACCELERATORS

Speed up Channel Shift with our comprehensive library of pre-built online forms, processes and integration tools. Download Channel Shift Accelerators for key council services, including bulky waste collection, reporting a missed bin collection, requesting a copy birth certificate and many more.

PUBLIC SECTOR SERVICES

The GOSS Self-Service Platform has been built from the ground up to accelerate channel shift services. From councils, central government and hospitals, to blue light organisations and housing associations, the GOSS Self-Service Platform is the ideal solution.



GOSS SELF-SERVICE PLATFORM

CLOUD SERVICES

The GOSS Self-Service Platform, and the growing library of Channel Shift Accelerators, are cloud based services hosted in our secure, resilient and scalable data centre facilities.

COMMUNITY

Get there faster by working together. Share forms, business process maps, integration projects and best practice with the community. Browse other people's contributions, chat to peers in our forum, and download Channel Shift Accelerators.

WORKS WITH ANY CMS

Simply plug the GOSS Self-Service Platform into any existing site, including those built with GOSS iCM, Drupal, Wordpress, Joomla and other content management systems.



MY ACCOUNT

To speed up self-service adoption it is vital to provide a single 'personalised' place to register, request, track and update all transactions and account information quickly and intuitively.



MyAccount - Online Customer Portal can be used by your residents, businesses, landlords and other parties. It provides a single view of information from multiple back-end systems. This enables customers to maintain a single point of contact and maximises your 'tell us once' and 'one and done' delivery strategy. Customers can log-in to their personalised account with a secure single sign-on for seamless access all the services close to them, 24/7, on any device, significantly reducing avoidable contact.

- **Secure single sign-on**
- **Access to Council Tax, Benefits, Licencing, Parking, Waste, Libraries, Schools etc.**
- **Works on any device 24/7**

MyAccount helps your organisation to improve Channel Shift, reduce administration, eliminate re-keying, reduce avoidable contact and increase self-service.

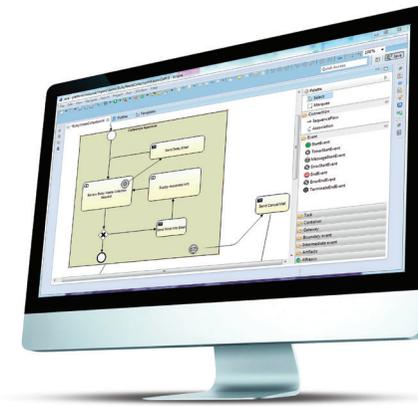
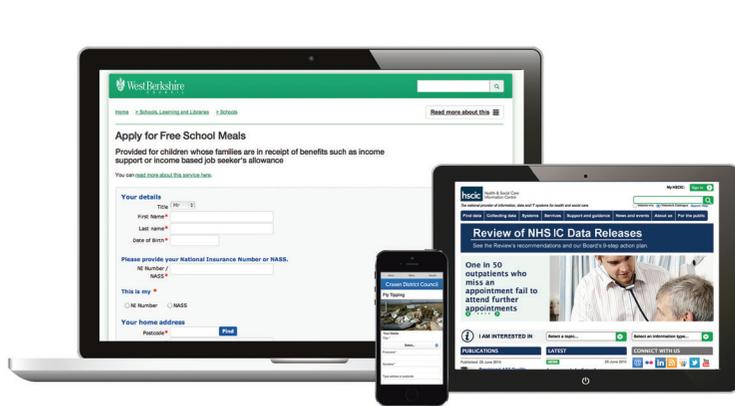
ASSISTED SERVICE

GOSS Assisted Service allows staff in call centres, walk-in centres and in the field to assist the 9,000,000 UK customers who need help today to access and complete online transactions.



Staff can quickly and easily complete forms, check status updates and accept payments on behalf of customer's using the same great functionality of self-service customers. Assisted Service enables organisations to achieve 100% service delivery for all their customers, through a single platform, without the additional need for costly CRM integrations.

- **Drive service requests with the help of scripted workflow**
- **Maximise productivity and deliver excellent customer service**
- **Handle simple or complex transactions at first point of contact**
- **Accelerate Channel Shift and fast track customers to self-service**



FORMS EXPERT

GOSS Forms Expert lets you create and implement sophisticated, powerful forms via a user-friendly interface. The drag-and-drop interface enables you to customise your forms for best results, with style options including text boxes, pick lists, radio buttons and check boxes.



You also get fine control over layout, functionality and branding for a consistent look and feel. Most importantly, with GOSS Forms Expert, you can link forms to business process maps to manage the workflow. Additionally you can share data entered by users on forms with other software using our powerful API server integrations.

- **Intuitive designer** to help you create the forms you need
- **Import or migrate** forms in seconds
- **Create** single or multi-page forms
- **Choose** from a comprehensive library of field types or create and add your own
- **Use forms from the community** and add your own
- **Customise** a form's look and feel to include your own branding
- **Easy to publish** forms to your website or mobile site

Create great looking forms that users will find easy to complete on any device including mobile sites and responsive websites.

BUSINESS PROCESS MAPPING

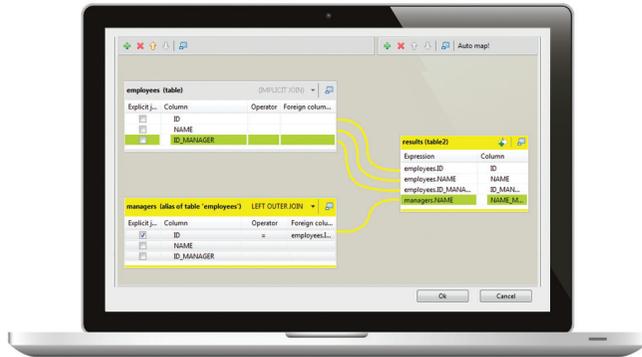
Channel Shift doesn't mean 'doing what you do now, but doing it online'. To be successful you need to re-examine your processes and re-design them for a digital-first (and increasingly mobile-first) age.



The good news is that you don't have to re-design your processes from scratch. On the GOSS Self-Service Platform you'll find a host of best-practice process maps for a wide range of Public Sector processes, developed by experts and Public Sector organisations that are proven to reduce costs and increase online engagement.

You'll also be able to access our easy-to-use process Business Mapping Tool to help you design and build your own – and browse process maps uploaded by other public sector organisations.

- **Enhance Public Sector services for the digital age**
- **Turn business process maps into live services**
- **Deliver 360 degree updates to your service users**
- **Drive your workflow with professional Business Process Mapping**
- **Full BPMN2 modeler**
- **Growing library of pre-built maps ready to import**
- **Business Process Mapping community for sharing best practice**



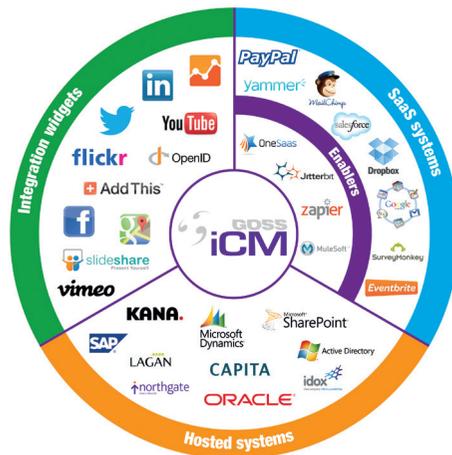
INTEGRATION

If your website isn't fully connected to your back-end systems, your customers' experience can be clunky and frustrating.

They'll be asked to do things like trawl through different screens with different interfaces, re-input codes, and re-confirm information they've already given. The result: they'll quickly revert to the face-to-face and phone channels that cost much more.

On the GOSS Self-Service Platform you can access easy to use integration tools and enablers to accelerate deployment across all channels.

- **Pre-built integration enablers to help you integrate with over 200 applications**
- **Connect to other systems via the GOSS API server**
- **Accelerate Channel Shift and improve user experience**
- **Connect to many social media platforms and cloud-based applications**



ANALYTICS

Channel Shift cost savings quickly mount up. A dashboard showing real-time savings and the return on investment (ROI) is a great motivational tool for your staff, and a great way to demonstrate efficiency savings to taxpayers and the community.

With GOSS Self-Service Platform you can set up a custom dashboard for internal or external use, to track and visualise the success of your Channel Shift initiatives, including:

- **Measure volumes of self-service transactions by council service**
- **Review volumes of transactions by channel**
- **Share service requests received**
- **Analyse top tasks conducted online**
- **View cost savings achieved from Channel Shift**
- **Browse interactive maps of reported incidents (fly-tipping, graffiti, etc.)**

Dashboards are a great way to see what you've achieved so far, but also provides a wealth of data on which Channel Shift initiatives are most successful – enabling you to understand what works and apply that knowledge across the board to continuously improve service delivery.



WORKSHOPS

- A regular schedule of exclusive events for GOSS community members, with practical workshops, inspiring case study presentations and VIP guest speakers.



COLLABORATE

- Ask questions, get advice and share your own knowledge and experiences with other community members in the Self-Service Community Forum.

SHARED PROJECTS

- Upload your own successful forms, tools and process maps; browse other people's contributions; and download resources that work for you.

BEST PRACTICE

- Learn from winning Channel Shift strategies deployed by other Public Sector organisations, with our library of best practice case studies, whitepapers and reports.

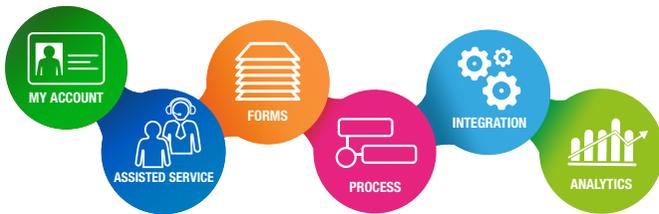
JOIN THE SELF-SERVICE COMMUNITY TO SHARE BEST PRACTICE

The community is a significant supporting area for delivering Channel Shift, sharing best practice and getting the most out of the GOSS Self-Service Platform.

GOSS

GOSS technology 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 Self-Service tools and consultancy services drive web strategies that deliver lower costs and superior customer service.

The GOSS team of highly trained and 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

To find out more about the GOSS Self-Service Platform:

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

