

STAFFORDSHIRE POLICE

Channel Shift Consultancy
User Centred Design
Powerful iCM Content Management

STAFFORDSHIRE POLICE RECEIVES GREAT FEEDBACK FROM ITS CITIZENS FOLLOWING THE LAUNCH OF ITS NEW USER-CENTRED WEBSITE.

Staffordshire Police has recently launched a full-featured customer experience management system that enables the Organisation to deliver effective two-way engagement with its citizens via a brand-new website

Staffordshire Police looks after 1047 square miles and a population of some 1 million people. As a rural and city county, they face a myriad of challenges from ever decreasing funding, changing public expectations of policing, and emerging threats and risks to public safety that were unheard of a decade ago.

Staffordshire Police recognised that with challenge comes opportunity. Opportunity to become lean, agile, focused and very much engaged with the communities they serve.

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We wanted to encourage channel-shift so that we could improve service delivery, and needed an especially robust digital platform together with a website that would support transactional engagement in an effective way.

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David Bailey
Senior Communications Manager,
Staffordshire Police.



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“Using the Agile project management approach was a first for us. However, we worked hard with GOSS to build our understanding how the iCM technology could be deployed to fulfil what we actually needed rather than what we thought we needed. We learnt that we had to play a very active role in the development, rather than a passive role in achieving the desired outcomes.”

David Bailey, Senior Communications Manager,
Staffordshire Police.

Staffordshire Police replaced a very old, clunky and rather unwieldy website with a new site based on the GOSS iCM (intelligent Content Management), that was easy to navigate and packed with up-to-date information. The website launched in May and has already received great feedback from users.

Functionality and content were developed side-by-side at every stage of the process to ultimately provide a platform that gave users the very best experience possible.

The Challenge

With an old website that offered limited functionality and was no longer fit for purpose, Staffordshire Police had become reliant on social media to communicate with its citizens. Indeed, the Organisation was highly regarded for the way in which it utilised these channels to communicate with its communities.

However, with ever increasing demands for information and decreasing resources to deliver it, the Organisation recognised that it needed to deploy a more sophisticated method of managing content and enabling two-way engagement with its citizens. Because some 68% of users used mobile devices to interact with the Organisation, a mobile-first strategy was essential.

The Solution

Designed and implemented GOSS iCM, a flexible full-featured web Customer Experience Management System.

Built a new website that would enable users to find good quality and relevant information quickly and easily.

Deployed a platform that enabled Staffordshire Police themselves to change and refresh content quickly and easily on a day-by-day and sometimes hour-by-hour basis.

We used our learning and the business specific templates to review basic online interactions, particularly emails generated from the website to build streamlined processes that eliminated a great deal of wasted effort and improve the service to our communities using the flexible on-line forms and services integrated into the website. We have removed almost all email addresses from the website and provided well designed forms to structure the initial contact with the user.

Get started today

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

www.twitter.com/gossinteractive

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The GOSS platform is really good at making content accessible in Google. We know from experience that most users won't make a Police website their first port of call when they need information.

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David Bailey
Senior Communications Manager,
Staffordshire Police.

The Results

Delivered a new user-centric, simple information-retrieval orientated website that could be quickly and easily updated in-house.

Enabled channel-shift for our community through the development of a responsive website with content optimised for all devices, including mobile.

Provided the technology to support the Organisation's objective to increase online transactional engagement still further.

Saved time by enabling a small and dedicated team to update content easily and quickly.

In a survey, 91% of people visiting the website since its launch on May 9th this year, said that they found it helpful and easy to access. Of those, 80% said it met their needs.