

Building better connections to citizens using intelligent customer engagement

Government services exist to help the citizens they serve. Our approach is all about improving delivery of service in key moments that matter to our customers; from the very first interaction through to the delivery of service. Through every service we believe in delivering a more Intelligent Customer Engagement, an approach that we have proven brings better results...

Delivering more intelligent customer engagements with:



Actionable Intelligence

Understanding your customers wants and expectations around service



Virtual Networks

Being able to deliver services from any location



Streamlined Processes

Making it simple for citizens to engage with you



Quality Services

Meet the needs of the individual to provide an effective response with a human touch



Meaningful Outcomes

Real support for vulnerable customers at lower cost

Proven digital transformation programmes that work to reach vulnerable people

Burnley Borough Council

35% operational channel shift achieved

44 new highly skilled jobs created since **2015**

Pendle Borough Council

26% nearly halved the number of customer enquiries in **18 months**

Fully implemented with Jadu Continuum platform to achieve accelerated digital transformation

North Somerset Council

92% channel shift achieved in **3 years**

50,000+ sign up to self-service platform

Achieved by:

- Phased roll-out of "Digital by Default" programme
- Use of advocated and local partners
- Creation of self-service support areas in council offices, libraries and other locations

Transition to digital faster, with higher quality service and at lower cost

We've invested in accelerating digital transformation across government

JADU

Combine our digital maturity model with the Jadu Continuum platform to achieve 100% digital transformation.



Digital Acceleration

Provision of additional business / technical direction and skilled resource to accelerate an implementation of the Jadu platform.



Digital Maximisation

Provision of customer segmentation, communication and service line exploitation services to maximise the benefits of a Jadu implementation through channel migration.



Digital Strategy

Provision of corporate consultancy to drive digital transformation through digital service and channel strategies, embedding digital transformation as a core corporate discipline.



Digital Intelligence

Provision of corporate reporting, service insight, customer insight and social analytics intelligence reports to drive understanding of how customers interact with the council and how they report on the provision of services and capture customer experiences.



Digital Cohesion

Provision of additional integration services to complete the integration capability from Jadu into line of business systems that are not integrated within the Jadu Integration Hub.