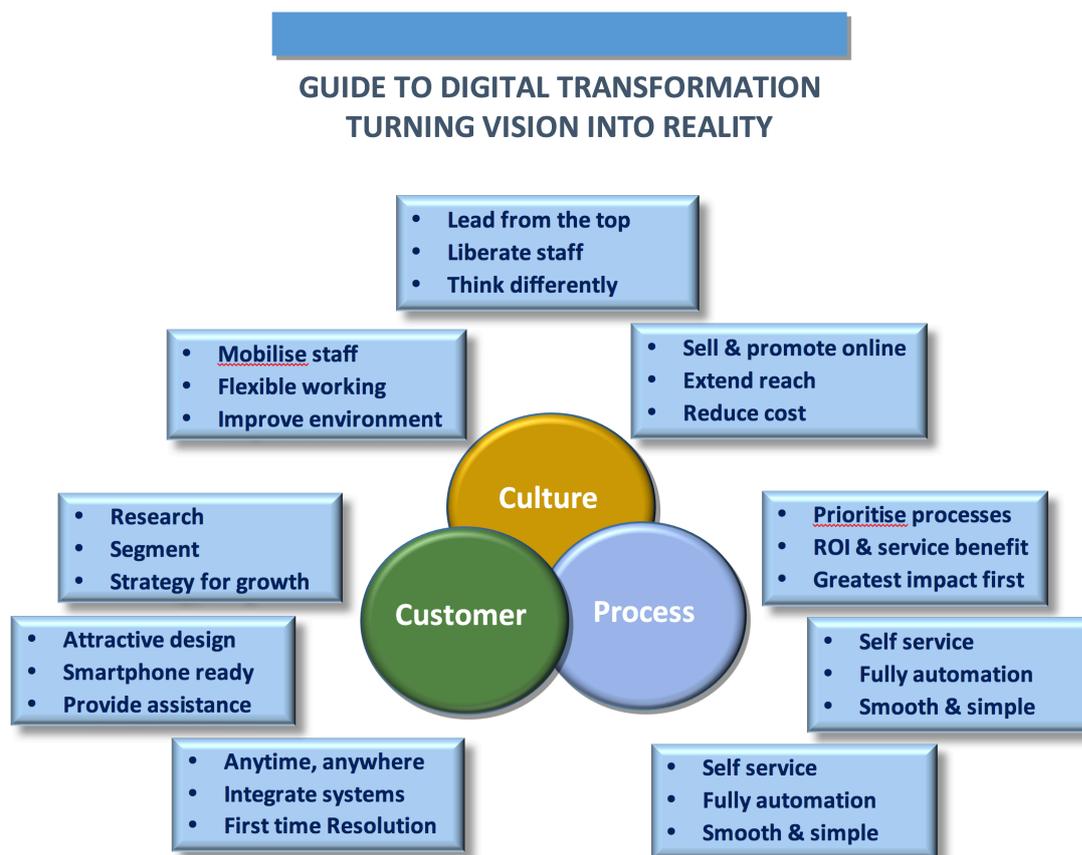


DIGITAL ENGAGEMENT TOOLKIT



A digital engagement strategy should ensure that the right preparation is made to support your organisation in attaining a new operating model within a 3-year period. Careful consideration has to be given to:

- Efficient and effective operations that deliver value for money and have a positive impact on your customers, where possible creating social value and a measurable social return on investment (SRoI).
- Processes that support your staff to develop and maximise their time, assisting and developing customers and their communities, as well as supporting customers to ably communicate with you.
- Digital solutions that wherever possible are future proofed, so keeping pace with technological change.
- Solutions that have customers in mind and promote online self-service, 24x7 and maximise the use of marketing and communication online, whilst ensuring that non-digital channels remain an option for those who need them.
- Ensuring that customers are encouraged to choose digital services as their first choice, identifying options for those who need to be pushed into using digital, and ensuring there are alternatives for those for whom a digital service cannot fully meet their needs.

- Nothing 'digital for digital's sake' but taking best advantage of cloud, social and mobile technology.
- Cost effective, proven and reliable solutions that in some cases, particularly around digital inclusion initiatives, attract grant funding.
- How commercial benefit can be gained from various initiatives, so prioritising in which order to address them for greatest short to medium term gain.

There are four key elements required to deliver a digital strategy:

1. Document and baseline your current provision. Understand the strengths and weaknesses of this and identify future requirements demanded within your business strategy. Survey management, staff, customers and stakeholders as part of this process.
2. Create your digital vision.
3. Identify the gaps between the current provision and the vision.
4. Use this information to identify projects and develop an implementation plan, considering the return on investment on these projects and any options for obtaining grant funding.



At the start of each project:

- Ensure the outcome will be as self-service as possible. The necessity for manual involvement must be removed.

- Agree milestones and plan the project, ensuring necessary resource and support is available. Support should wherever possible be driven from the top of the organisation to ensure the greatest chance of success.
- Assess and confirm assumptions that have been made. Agree change control procedures should the unforeseen occur. Agree any documented evidence that will be required.

Quick wins can normally be achieved and these in themselves will often fund any investment made in the creation of the digital engagement strategy.

If you already have digital channels, use Google Analytics or similar tools to benchmark current performance and monitor progress to check what is working and what's not.

Consider approaches taken by other organisations: how services could be further enhanced; where replacement systems and software may be necessary to enable you to deliver your digital vision.

The output of this phase should be a defined list of projects along with their expected outcomes. This will then feed into the next stage, creating the plan for their delivery.

In determining the plan, you will need to:

- Understand the costs and resource requirements of the individual projects
- Understand the impact of each project

Consider which initiatives will create social value (SRoI - social return on investment). Those that create digital inclusion are good examples of this. Such initiatives can often attract grant funding and this should be explored as it enhances the business case and reduces cost. There are experts that can help with this and whose time costs a fraction of the funds that can be raised.

A final note on data. To succeed, it is essential that your data is accurate, available and secure. This is not only a fundamental component of digital engagement, but will also help provide both the information you need to run your business and ensure that you are compliant with security legislation, including the General Data Protection Regulations (GDPR) which becomes law in 2018.

1. Ensure your data is complete and accurate – data cleansing support and tools are available for this.
2. Ensure data held in multiple systems is consistent so that there is just one version of the truth – map the data and gather it into a single location if need be.
3. Ensure that data is held in the right place and in the right format – review your data, complete an audit of data sources, provide data definitions and standards and create a strategy for data management.

4. Ensure that you have reports that give you valuable information – carefully consider and specify your reporting requirements and only then develop the reports.

As well as being critical to your digital engagement strategy, correct data management will ensure you have:

- Improved access to reliable data
- Ability to improve integration – data will be in the right fields and right format to support integration between systems
- Ability to enquire upon data without needing reporting skills or to understand database structures or where data is held
- Compliance with data protection legislation

3C consultants have the skills to support you with the challenges of both digital engagement and data management. We have successfully supported many customers and case studies are available.

For more information, please contact Colin Sales on 0333 900 3003 or email colin.sales@3cconsultants.co.uk.