

Serving the public by solving the challenges of the web

Online Strategy Review from WTG

▶ **As the demand for informative and accessible websites within public sector grows, organisations are looking to review their website strategy in the context of their overall online approach. Traditionally, organisations have adopted a passive approach to their websites and intranet platforms, seeing them as mechanisms with which to share information, rather than as cost-effective vehicles with which to engage, collaborate and provide self-service capabilities.**

With an increased drive towards the creation of “useful, usable and used” websites, most organisations are waking up to the benefits of transactional sites and are looking at the advantages of Web 2.0 and its associated technologies and practices (e.g. collaboration and online communities, CMS and Search).

The benefits of an effective online strategy

In the current economic climate, public sector organisations are looking to do more with less. As commentators across the sector predict, the next Comprehensive Spending Review to be published by the Treasury in 2011 is likely to see major budget cuts across both local and central government. Operating with these budgetary pressures, there is an urgent need to prioritise cost-savings and efficiencies while also responding to legislative requirements. An effective online strategy can achieve this by:

- ▶ Increasing efficiencies, offering the right information to the right people at the right time
- ▶ Reducing operational costs, with electronic sharing of information and resources
- ▶ Ensuring websites are compliant with government legislation and requirements
- ▶ Improving cross-functional productivity, enabling easy collaboration across divisions
- ▶ Providing new services online and encouraging citizen self-service

Drivers for an effective web strategy

As well as the obvious benefits of an effective web strategy, the government is attempting to provide greater leadership and clearer direction by offering detailed policy and online guidance.




Examples include the recent Digital Britain 2009 report which lays out the government’s strategic vision to ensure that the UK leads the global digital economy, recommending that organisations must make at least two services currently provided offline available online by 2012.

In addition, following the public consultation on Delivering Inclusive Websites (TG102) in 2007, new policy guidelines state that all government websites must meet Level Double-A of the W3C guidelines by 2010; any that fail to meet these requirements risk having their domain names withdrawn.

Added pressure comes from the Central Office of Information’s (COI’s) announcement that it is to audit the use of government websites to see if they are offering value for money. The results will be analysed and published by the COI in a report on the cost, quality and use of government websites by June 2010.

At a local government level, The Society of Information Technology Management (Socitm) advises local authorities to create websites that help citizens complete online tasks easily and quickly. By doing this, local authorities can save web visitors time and make substantial internal cost savings.

Managing enquiries: costs of channel

Channel for handling enquiry	Cost of managing enquiry
	£6.56 per visit
	£3.22 per call
	£0.27 per visitor

Source: Socitm Insight
(Channel value benchmarking, December 2008)

Against this backdrop, it becomes vitally important for public sector websites to have high-quality content matched by high levels of usability and usage. But do the organisations have the in-house resources to improve usability, deliver more self-service options and offer citizens a better online experience?

The WTG solution

As a leading innovator in the delivery of web solutions to the public sector, WTG has helped introduce a number of eGovernment initiatives across the country. In addition, we have successfully implemented many secure projects – built, operated and accredited to comply with UK Government security standards.

Our online solutions encourage collaborative working practices between different agencies and departments – transforming how these bodies conduct business with the public – and helping reduce bureaucracy and processing times by migrating from paper-based processes to the web.

Our detailed knowledge of Web 2.0 and other developing technologies means we can help public sector organisations to create fully integrated websites that support their strategic objectives. What's more, our practical solutions will help organisations to comply with all the relevant laws, regulations and industry recommendations within the required deadlines.

Online strategy review

Working with your in-house team of web experts and business managers, our consultants review your existing website and identify areas for improvement across four broad topics:

User Experience

Identifying what website visitors want and ensuring their online journey is as easy and painless as possible



Content

Appraising a specific content area and highlighting the implications for the entire site of providing the right information and presenting a unified message

Technology

Evaluating the organisation's online services infrastructure to determine its suitability for the achievement of strategic objectives

At the end of the review, we deliver a number of outputs:

User Experience

- ▶ The key areas of concern from a usability and accessibility perspective
- ▶ The key factors affecting your website's compliance, performance and functionality
- ▶ Recommendations for improvements to the user journey

Technology Review

- ▶ Top level report on your current IT infrastructure and projected technology roadmap

Content Audit

- ▶ High level overview of key problems across your entire site
- ▶ Classification scheme analysis to enable logical structuring of information from the visitor's perspective
- ▶ CMS strategy report evaluating the ongoing potential of your existing CMS tools

Online Strategy

- ▶ A summary report on the future direction of your website, plus our Top 5 recommendations for your immediate attention



More about WTG

WTG is a leading technology consultancy and solutions provider to the UK public sector. We design, build and manage secure, high value and complex web applications that allow the country's agencies and public bodies to collaborate and communicate more effectively.

WTG's online solutions:

- ▶ Transform the way government conducts business with citizens – to provide improved services
- ▶ Facilitate collaborative working practices between different agencies and departments – to drive efficiencies
- ▶ Reduce bureaucracy, paperwork and processing time by migrating to web based systems – to deliver cost savings
- ▶ Drive the introduction of eGovernment initiatives – to facilitate compliance

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These deliverables will enable you to take the appropriate actions and to start on the journey towards delivering a 'useful, usable and used' website and full online implementation.