

Digital Strategy

Customer First, Digital by Design

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Objective:

- Approval for the NFDC Digital Strategy 2022-25.



Customer First, Digital by Design

'Customer first, digital by design' is the ethos of the NFDC Digital Strategy. With the following principles at the heart of the strategy:

- 1. All services will adopt full end to end digital business models**
- 2. All services will actively use data to inform decision making and report performance in real-time**
- 3. The council will develop its workforce to realise the business benefits of digital service delivery**
- 4. Services will continue to review their capabilities and capacity, reshaping services to leverage the business benefits of digital practices**

The customers of the council are entitled to efficient services that meet their needs. The council will therefore design its services around the needs of our customers, choosing effective and efficient digital solutions to fulfil those needs.

This may include consideration towards the use of robotics where customer behaviours and prescribed end-to-end journeys support this way of working.

We will also design our digital services to accommodate customers who need assistance, or who are unable to navigate our digital solutions.

Our Strategic Digital Goals and Objectives

Goal	Objective
Robust, reliable systems and support that underpin NFDC service delivery	Accreditation/compliance that affirm that NFDC meets industry standards for security and services
	Resilient ICT environment that provides high availability of systems
	Robust disaster recovery procedures
	Responsive digital/ICT support services
Contemporary working practices achieved through appropriate use of technology	Reliable end-User Devices (EUD) for secure access to council software systems, data and information
	Effective use and adoption of Microsoft 365 by staff and Members
	Digital enabled internal business processes to support flexible/hybrid working
Digital services that reduce operational costs and increase resident and customer satisfaction.	Full end to end digital business models in all 'customer' facing services
	Responsive and effective organisational structures that support digital working practices
	Digital leading Council that uses technology for transparent and efficient, effective governance
	Data driven decision making

Where we begin...

To achieve the goals of the strategy the council will embark on a digital transformation that builds upon its existing investments in technology through services that are customer focused. Offering quick fulfilment, accurate information and an open 'digital door' to our customers. Bringing our customers closer to the council and the services that it offers.

The council will develop a culture that embraces 'Customer First, Digital by Design' through:

Building a 'Customer First, Digital by Design' mindset and shared understanding in the council

Executive Heads and Managers leading by example, always putting the 'Customer first' and following the council's digital principles

Providing the building blocks and exemplar digital services that set the standard for all services to meet or exceed

Defining, developing and acquiring the digital business skills and competencies needed to succeed.

Digital Building Blocks

The development of customer first, digital by design business processes will be facilitated through the provision of a core suite of building blocks.

These building blocks will be used to deliver council services that ensure consistent, efficient and effective service delivery for our residents and customers.

Whilst being capable of inter-operating with service specific software systems.

The building blocks will be available to all services providing the functionality that is universal in all service delivery.

This approach ensures consistency standards for customer engagement and clarity of what functionality is needed when purchasing service specific software

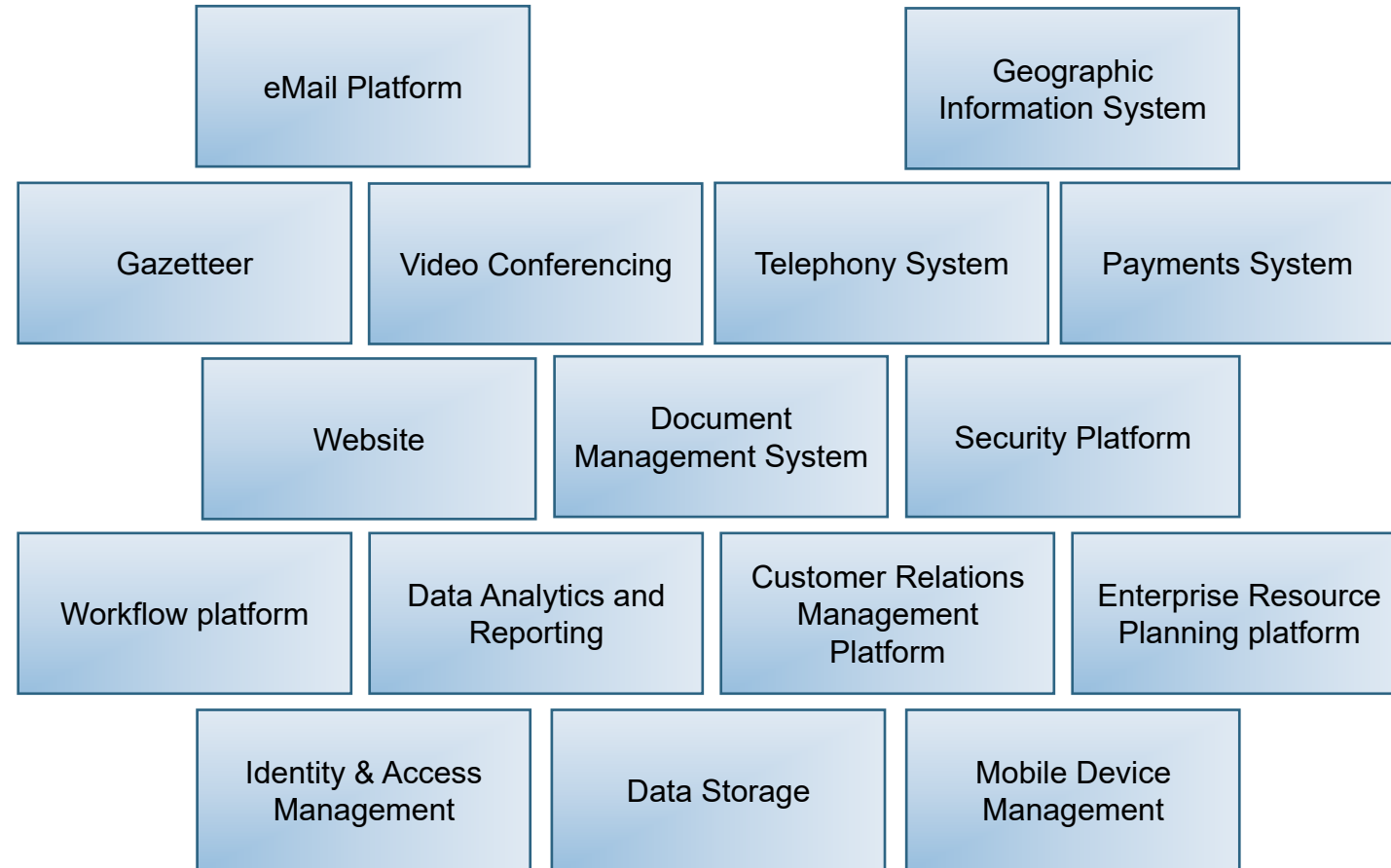


Figure 1. Example of some of the NFDC core digital building blocks

Managing the Strategy

- **Setting the standards**
 - The Digital Strategy contributes to the councils transformation programme and as such sets the expectations for all digital service improvement and transformation.
- **Initiation and Authorisation**
 - To help ensure that intended business benefits are realised when the council invests in technology and new business process. Projects that are delivering the digital strategy will approved by and provide progress reports to the Capital and Change Board.
- **Realising the Benefits**
 - Following the council's project management guidelines will ensure that delivering the business benefits for our customers and the council remains central to all of our digital initiatives