

Creating a new citizen experience

Five ways to achieve better service



Jonathan Lewis
CEO
Bromley Healthcare CIC Ltd



Brian Woodford
Head of Public Sector
Vodafone



Cleaven Faulkner
Chief Inspector
Hampshire Police



Julian Bowrey
Head of Digital
Communications and Local
Government



Linda Robertson
Programme Manager
Fife Council

Improving service is one of the biggest challenges in the public sector today, but is it also about to become one of the most exciting?

Ever decreasing budgets, fewer resources and changing citizen expectations – driven by new technology and a 24/7 always-on culture – are placing organisations under significant strain. Yet, these challenges are also offering public sector leaders an unprecedented opportunity to be far more creative in how they service citizens.

Already organisations from hospitals to police forces are finding new ways

to deliver services that don't rely on buildings or desks, creating the opportunity to take service delivery into homes and onto the streets. Armed with applications, tablets and smartphones, they're creating more engaging experiences for the public where it matters most – online, and face to face in the community. These trends are only just emerging now. The real question is, just how far can we take this?

In this guide we suggest better ways to improve service on limited resources and adapt to rapidly changing citizen behaviour. We also show you how you can bring staff with you on that journey.

“The public expectation of services has changed quite considerably over the past five to ten years. People are expecting more responsive services – just as we all do with any service we access in our daily lives.”

Liz Holt, Director of Community Health Services, Blackpool Teaching Hospitals



How-To: Services

Key service challenges

Improve service with lower budgets and reduced resources

Meet rising citizen expectations

Use multiple channels effectively and efficiently

Further improve your service-focused culture

Creating better service isn't easy on a limited budget, but get your approach right and it can have remarkable impact on results. We recommend five areas that you can focus on to deliver a better service future.



Find out more

Watch public sector leaders talk about how technology has helped solve their challenges at

vodafone.co.uk/perspectives

Or call us on **0845 8942710**

- 1** Find new ways to get feedback on a budget
It's vital that you have a **constant grip on what citizens want**. Only then will you know what you're doing well and where your service needs to improve. **Consider better ways to gather this information without the expensive surveys of the past**. From digital writing on hospital wards, to smartphone apps used by police officers in the community, you can gather the insight you need with little effort.
- 2** Realign your performance metrics
Mobile applications are increasingly being used to streamline processes in ways that have a big impact on service improvement. Community nurses, for example, can get **access to back office records** when they make a house visit – improving the service they provide to the patient at the point of care. With fewer paper forms to fill out, they also get to **make more visits per day**.
- 3** Make multi-channel a bonus and not a burden
With more **people self-serving online and via social media**, already over-stretched call centres could save as much as 30%. But many organisations wishing to engage with the community via these channels, fear the overflow of interest could cripple their resources. The truth is, **social media support doesn't need to be 24/7**, with some companies choosing to offer social media customer service during office hours.
- 4** Manage the culture change
A change in service culture is not going to be achieved by technology and processes alone. You also need to think carefully about how the way your people work needs to change. So think about what you want your staff to achieve, set new targets accordingly – and make sure they're **focused on citizen outcomes**.
- 5** Make the most of the Public Services Network (PSN)
Many believe **local authorities are the real driving force behind the success of PSN**. Police, councils and healthcare providers are already talking about sharing resources and infrastructure, not simply to reduce property costs but to improve how services are delivered. **So consider engaging with other providers** to maximise resource and talent.

