



A smarter approach to digital transformation

Smarter Digital Services operate as a responsive, independent, not for profit consultancy with skills and expertise in analysing business processes, developing and improving digital services and designing solutions based on user needs.

We work closely with public sector teams, inspiring and empowering staff to develop and deliver excellent user focused digital services.

We provide support and guidance, external challenge, sharing good practice, industry knowledge and practical insights as well as being a valuable resource for councils on the next stage in their digital journey.

The team have been working with local authorities since 2013, when they were established by a group of Chief Executives to help local authorities improve and increase their digital and online services, realise efficiency savings and most importantly enhance customer experience.

Smarter Digital Services are passionate about digital transformation, offering external challenge, expert advice and valuable resources to help our partners achieve their digital ambitions.

Our services

Designed to help you to deliver an excellent experience for all your customers

Understanding your customers

User research • Usability testing • Customer journey mapping • User stories

Really understanding your customer's experiences and needs can save you time and money and ultimately lead to you delivering services your customers will want to use. We can carry out interviews, focus groups and user testing sessions with your customers, helping you to see your services through their eyes and discovering new ways to meet their needs and expectations.

Effectively analysing and utilising your data

Capturing data • Analysing data • Cost to serve estimates • Customer contact reviews

We generate a surprising amount of data but often this is not collated, analysed and utilised effectively. We can help by exploring your existing data, designing ways to capture further data, producing cost to serve estimates, assessing amounts of avoidable contact and providing a base line from which you can measure the impact of your transformation projects.



“Great work SDS! We have made some significant changes using the data collected and presented to us to deliver an informed project.
Swale Borough Council”

Re-designing your business processes

Staff and stakeholder engagement • Process mapping • Customer centric redesigns

Capturing and analysing your business processes can reveal hidden difficulties and help you to make things easier for staff and your customers. We work collaboratively with all teams involved to capture the current 'as-is' end to end process, we can then analyse this process identifying areas for immediate improvement and develop realistic, LEAN 'to-be' processes that are more efficient, encouraging automation and self service.

Supporting your transformation programme

Best practice research • Cost benefit analysis • Risk evaluations • Implementation support

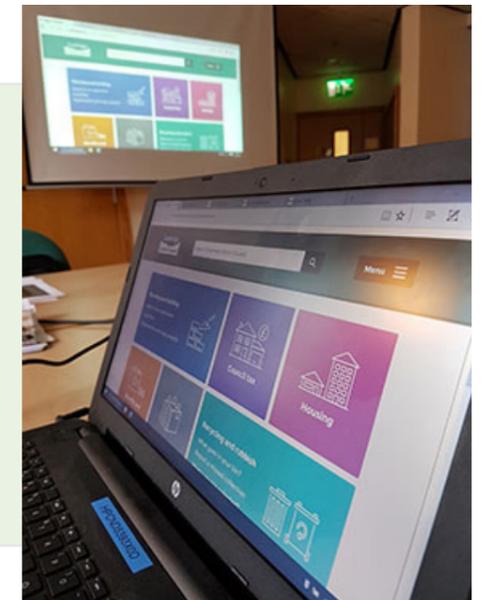
We can help you to identify the best digital solution for you and your customers, carrying out a cost benefit analysis and evaluating any potential risks. We can then support you to implement the solution, developing standard operating procedures and facilitating training. We can also help to develop performance monitoring frameworks and evaluate the impact of your transformation projects.

“SDS were a pleasure to have in the team for what was an intense, time-bound and valuable piece of work that we'd been waiting to start for quite some time. We're looking forward to working with SDS again in the future and would certainly recommend the team to other organisations looking to take a step forward from a digital and service design perspective.
Tunbridge Wells Borough Council”

Ensuring your website meets current customer expectations

Web analytics • Usability testing • Content frameworks • Design tips and trends

We can help you to create a website that is responsive, well designed, easy to use and meets your customers rapidly changing expectations. We can appraise existing websites, user test 'real life' scenarios, provide advice based on current best practice in website design and help to develop completely new sites.



“The SDS team were committed to the project, innovative, enthusiastic and definitely went the extra mile to help us deliver the end result, which is an amazing website. Thank you!
Tandridge District Council”

Training & development

Our bite-sized practical courses are all designed to help you to achieve your digital ambitions

User research at the discovery phase

Understanding your customers' experiences and needs is a crucial starting point for any project.

Course covers:

- Why user research is so critical
- How to carry out your own user research
- Recruiting, designing questions, interviewing and analysing
- Helpful tools, templates and tips

User testing to improve website usability

Seeing your web pages, online forms and transactions through your customers' eyes is always very revealing.

Course covers:

- Why and when to do user testing
- How to carry out your own user testing
- Recruiting, designing scenarios, the test and feedback
- Helpful tools, templates and tips
- What we have learnt from users

User research workshop

“The advice, techniques and methods of analysing the information were so helpful. I feel much more empowered to carry out user research in the future.”

Capturing and redesigning business processes

Make life easier for your staff and customers by redesigning your business processes.

Course covers:

- How to run business process capture workshops
- Ways to analyse your current business process
- How to design an improved end to end process
- Helpful tools from LEAN Methodologies

Nudging customers into action

Behaviour change techniques can be used to encourage your customers to take the action you want.

Course covers:

- How to encourage customers to change their behaviour
- Nudge
- MINDSPACE
- EAST
- Simple yet incredibly effective changes to letters, emails and website content

Working in an agile way

Could you work in a more agile way to deliver projects that meet your customer and business needs?

Course covers:

- Introduction to agile ways of working
- Agile 'V' traditional project management
- Customer and business needs
- Project backlogs
- Planning poker
- Spring planning and reviews

Making effective use of your data

Are you effectively analysing and utilising your data?

Course covers:

- Capturing baseline data
- Data analysis
- Key metrics
- Cost to serve
- Digital take-up
- Measuring success

Nudging customers into action

“Really makes you challenge yourself and put yourself in the shoes of your customer. Gives a great insight into human behaviour to show how effective (or not) your communication is.”

Creating good content

Take a consistent approach to content design, ensuring that content is relevant, easy to find and easy to understand.

Course covers:

- How to make sure content meets the needs of your users
- How to drive users towards your content
- Writing in your customers' language
- Highlighting important information
- Using GDS design standards

Improving website accessibility

Open your site to the widest possible audience by making it accessible to everyone.

Course covers:

- Why does accessibility matter?
- What barriers do users with disabilities face in accessing digital or other services?
- Overview of 8 Principles of Accessibility for website design
- Optimising the code
- PDF accessibility

Google Analytics

Identify and streamline content areas of your website for maximum usability

Course covers:

- Find out your top tasks
- Analyse visits to specific services
- Highlight areas with poor findability
- Identify popular and least popular pages
- How to use that data to improve services

Recent Projects

Some of our recent successes. More case studies on our website.
www.smarterdigital.info

Ashford Borough Council

Capturing and redesigning housing processes to put customers more in control, enhance their experience and realise efficiency savings.

Folkestone and Hythe District Council

Customer demand analysis across all contact channels, identifying root causes of the demand and making recommendations for solutions.

Tandridge District Council

Focus groups with residents to understand how they interact with the council and assess the appetite for a single customer account.

Cambridge City Council

User testing six different transactions on the website and making recommendations for improvements.

Mid Kent Services

User testing revenue and benefit online forms and making recommendations for improvements.

Gravesham Borough Council

Exploring the potential of IVR, call backs, web chat and text messaging and improving outbound communications to reduce avoidable contact.

Swale Borough Council

Review of Gateway services and training with staff in preparation for changes to service delivery.

All Kent Councils

Develop, user test and manage a Kent wide online homelessness triage tool.

Tunbridge Wells Borough Council

Running first click and menu hierarchy tests to analyse user behaviour on the prototype website.

Tandridge District Council

Supporting delivery of a new website developing the content framework, page structure and testing usability.

Sevenoaks District Council

Reviewing, redesigning and supporting the implementation of a new garden waste booking process.

Maidstone, Sevenoaks, Tunbridge Wells, Swale Councils

Developing an electronic knowledge test for taxi drivers, user testing and training staff on how to use the software.

Ashford Borough Council

Develop a much simpler and easier to use interactive voice response phone system.

Tonbridge and Malling Borough Council

User testing website transactions and the single customer account function and making recommendations for improvement.

Find out more

The Smarter Digital Services team aim to help any local authority achieve their digital ambitions.

Join the SDS partnership

Though annual membership to our partnership you will receive an agreed number of days project work from the team plus free places on our training and development courses, access to all our research and shared learning, monthly e-newsletters and quarterly networking meetings.

Pay as you go projects

We are also very happy to work with any local authority or other public sector organisation on a variety of transformation projects and can provide competitive quotes for this support.

Please get in touch to find out how the team may be able to support you.

Web: www.smarterdigital.info
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“Through the stakeholder consultation exercise that SDS undertook, we now have a much better understanding of what our letters and bills look like through the eyes of our customers. Together with this insight and the comprehensive report/recommendations SDS produced, we now have a roadmap to help us deliver meaningful improvements.

Sevenoaks District Council

“I have found the team to be very helpful, approachable and willing to challenge processes/procedures to make the service better for the user. I would recommend the team to any authority that wants to make their services more efficient and user friendly, as the team provide fresh ideas and solutions and see things more from the users' view.

Folkestone and Hythe District Council

SOS Smarter Digital Services

Our partners

