DIGITAL JOURNEY COACH

BUSINESS CASE

Fewer calls about missed bins and council tax

Why a £1,000 a year subscription makes sense for our council, and what our web team will do with it.

For: _____

Prepared by: _____ Date: _____

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Read this online and try the calculator

SUMMARY FOR DECISION MAKERS

The ask: £1,000 a year to cut avoidable calls

We'd like to subscribe to Digital Journey Coach for 12 months. It checks 100 of our most-used council services every month. It tells us which pages stop residents finishing a task, how many people each page affects, and exactly how to fix it.

£1,000
a year, plus VAT (£1,200 in total)

100
council services checked every month

750
people a day use a busy page at a district council

Why now

- Calls and emails about things the website should answer cost us money every day.
- Our web team is small. We need to fix the pages that help the most people first.
- Services need evidence before they'll change how their pages are written.

What we'll do with it

- Work through a monthly "fix first" list, ranked by how many people each fix helps.
- Use the fix guides to make changes quickly, without outside help.
- Share the monthly report with heads of service, so they see the evidence for themselves.

What success looks like in 12 months

- Our 10 busiest task pages score above 80 out of 100.
- Fewer calls and emails about _____ and _____.
- We move up the UK leaderboard against councils like ours.

So what? Fix one busy page and the subscription could pay for itself.

THE PROBLEM

Every page that fails sends people to the phone

Think about the pages residents use most: missed bins, council tax, parking permits, planning. When a page is out of date, hard to find or full of jargon, people don't give up on the task. They ring the contact centre, or email a shared mailbox.

That contact is avoidable. The answer was on the website. It just wasn't easy enough to use.

One page, worked out

People a day on the page	Of those, who then call	Cost of one call	Cost a year
750	**5%**	**£4**	**£54,750**

This is an estimate. 750 people a day is typical for a busy page at a district council; bigger councils see more. The cost per call is an example: use your contact centre's own figure. Try your own numbers at www.digitaljourneycoach.com/subscribe/get-the-go-ahead/business-case

It isn't a skills problem

Our web team knows how to write good pages. What's missing is time, and the evidence to persuade services that plain, task-led pages work better than the policy document.

There are more pages than people, and every service wants its own pages fixed first. Without a clear way to decide, the team fixes whatever is shouted about loudest.

> **"It's easier to say 'this page stops 750 people a day finishing a task' than 'we think this could be clearer'."**

So what? One confusing page can cost more than the whole subscription.

WHAT WE GET, AND THE PRICE

100 services checked every month, with a fix for each problem

	Free account	Subscription
Council services checked every month	5	**100**
Our 100 busiest pages checked	No	**Yes**
"Fix first" list, ranked by people helped each day	No	**Yes**
Fix guides	First 2 steps	**Every step**
Outcome library: what residents need from each service	Yes	Yes
Monthly PDF report for managers	5 services	**100 services**
Search data: how many people each page helps	No	**Yes**
Welcome call with David	No	**Yes**
Place on the UK leaderboard	Yes	Yes

£1,000

a year, plus VAT (£1,200 in total)

- One council, everyone in the web team
- Pay by card, or by purchase order (invoice due in 30 days)
- 12 months. It doesn't renew by itself
- Free for councils that subscribe to LocalGov Drupal

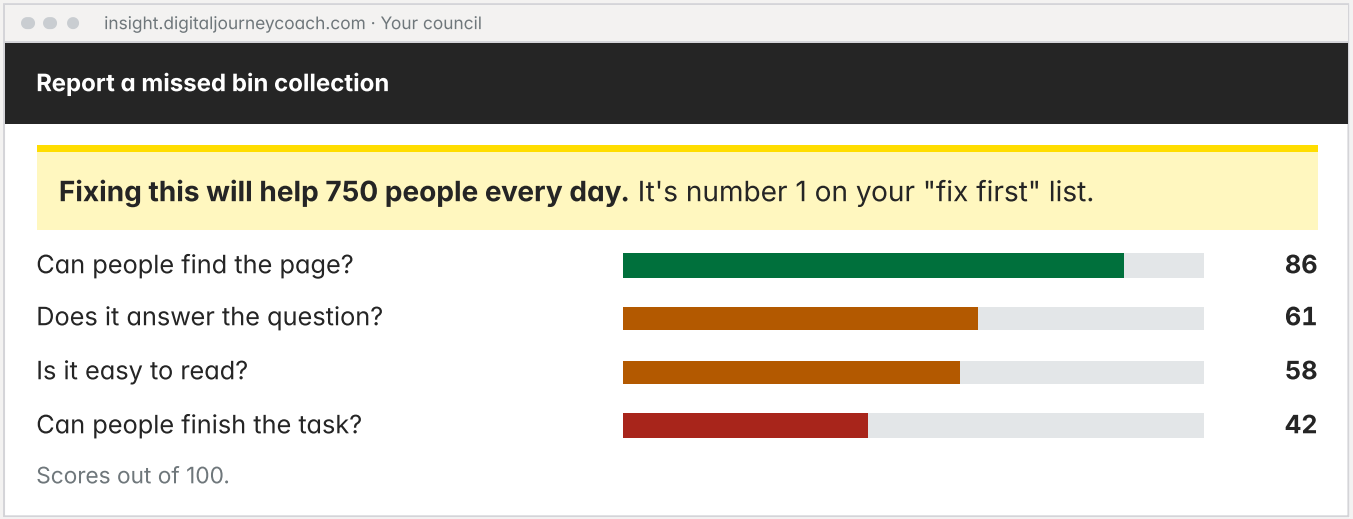
Buying it

At £1,000 a year, most councils can buy this with a single quote. Subscribe online at www.digitaljourneycoach.com/subscribe. With a purchase order, the plan starts at once and we invoice the finance team. We can sign a data processing agreement if needed.

So what? About £23 a week, for 100 services checked every month.

EXAMPLE REPORT

What our team would see each month



What we found

The page explains the waste policy before it says how to report a missed bin. On a phone, the report button is below the first screen. The page doesn't say when the crew will come back, so people phone to ask.

What's working

The page is easy to find from search, and the form itself is short and clear.

What to do first

- ✓ Move the report button under a one-line summary.
- ✓ Say when the crew will return.
- ✓ Move the policy text lower down the page.

Example for illustration. Your report uses your own pages, scores and search data.

So what? Your team sees which page to fix first, and how many people it helps.

EXAMPLE FIX GUIDE

Put the "report it" button where people look first

Why it matters. Most people arrive from a search engine, on a phone, ready to act. If they have to scroll past policy text to find the button, many give up and call instead.

Check your page

- ✓ Open the page on a phone. Can you see the start button without scrolling?
- ✓ Does the page say what happens next, and when?
- ✓ Is the first sentence about the resident's task, not the council's policy?

Fix it in 3 steps

1. Write a one-line summary of the task, then put the start button straight under it.
2. Add one line on what happens next: "We'll come back within 2 working days."
3. Move the policy and exceptions to the bottom of the page, or to a linked page.

BEFORE

"In accordance with the council's waste collection policy, residents should be aware that bins must be presented at the boundary of the property by 6am on the scheduled day of collection..."

AFTER

"Bin not collected? Report it by 10pm on your collection day and we'll come back within 2 working days."

[Report a missed bin]

See a good example

Every fix guide links to Knowmoor, our example council website, so the team can see a page that does it well.

Subscribers see every step of every fix guide. Free accounts see the first 2 steps.

So what? Your team gets the fix, not just the problem.

CASE STUDY

How a district council caught a broken bin page on launch day

The council

A district council in the south east, with a small web team.

The page

Report a missed bin collection: its most-used page, in its busiest section.

What happened

The council launched a new website. After the move, the old address for its most-used page pointed to the wrong place. At a district council, a page like that is used by around 750 people a day.

What the report showed

The next subscriber report flagged the broken page at once, at the top of the team's "fix first" list, with how many people it affected.

The result

The team fixed the redirect before it turned into a wave of calls to the contact centre.

750
people a day on a busy district council page

100
services now checked for this council every month

1
month to spot the problem: the next report

A new website is the riskiest time for a council's busiest pages. A monthly check means the team hears about a broken page from a report, not from the contact centre.

So what? A broken page gets found by a report, not by a wave of calls.

ABOUT DAVID



David Bishop

Founder, Digital Journey Coach

David has spent the last 10 years helping councils save time and money by making their websites easier to use.

He has built and improved websites for over twenty years. He spent five years in a consultancy delivering digital change for the public sector, worked with the States of Guernsey as it took walk-in services online, and led a team of twenty Drupal developers at CTI Digital.

Digital Journey Coach checks more than 300 UK council websites every month, and publishes the results on a free leaderboard. 16 councils subscribe today, from small districts to big city councils.

300+
councils checked every month

16
councils subscribe

100
services checked for each subscriber

Next steps

1. Subscribe online at www.digitaljourneycoach.com/subscribe, by card or purchase order.
2. Book a welcome call with David. He'll set up the first report with the team.
3. Share search data, if you'd like, so each fix shows how many people it helps.
4. The first full report arrives within a few days. After that, every month.

Questions before you decide?
Book a call with David: www.digitaljourneycoach.com/talk-to-david
Security questions? See the IT security briefing in the same section.

So what? One call with David and your first report is on its way.