

'Organisation Name' - Digital Strategy

WHY

Agency mission and vision

Insert here your mission statement, strategic intent, service charter etc

WHAT

What is the Strategy

Insert here the

- *purpose of the DS*
- *guiding principles*
- *defining characteristics*

How

Digital transformation

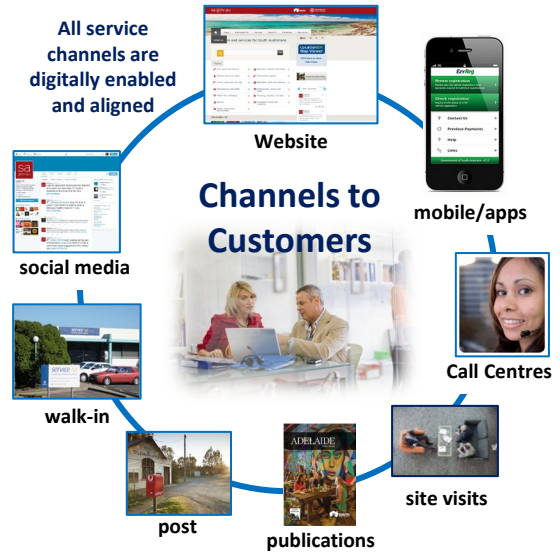
How and what will be transformed

Customer service

Customer service promise

Innovation

What are your aspirations for innovation?



Capability and change management

What policies, procedures, staff training and change management are required.

Governance

What management structure and resourcing is required.

Enabling technologies

What hardware and software do you need e.g. new CRM, etc.

Benefits

Better... eg

- ↑ customer experience
- ↑ education and advice that is easy to find, understand and act on
- ↑ understanding of customers and the changing workplace
- ↑ consistency of service delivery

More... eg

- ↑ customers self-serving
- ↑ time for Agency staff to provide quality service due to less time doing admin
- ↑ customers acting as our advocates
- ↑ services tailored to customer needs
- ↑ collaboration across Agency in devising and delivering services to customers

Shorter... eg

- ↓ time finding the right answers and responding to customer queries
- ↓ Face-to-face time with customers because they are assisted by digital technologies
- ↓ time to determine a customer's issue

Reduced... eg

- ↓ red-tape and barriers to customers doing business with us
- ↓ cost to serve
- ↓ number of customers visiting us
- ↓ time spent by our staff on administrative tasks