

# Customer Service Delivery in LOCAL GOVERNMENT:

There's a Long Road Ahead for Digital Transformation

## DID YOU KNOW THAT...

By 2017

43.4 million users

There will be approx **43.4 million** Smartphone Users\* in UK by 2017.

2014

25% of services

Up to **37% of councils** offered less than 25% of services online.

## WHAT CHANNELS DO CUSTOMERS USE?



Phone



Face-to-face



Web



Email



Live chat



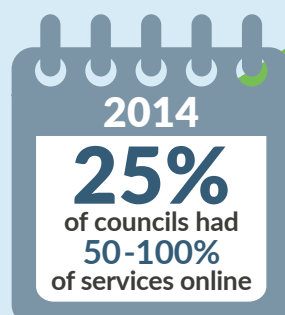
Social media



Almost **50% of councils** think that up to half of their customers are digitally excluded due to lack of access to technical and / or the necessary skills.

## WHAT DOES THE FUTURE HOLD?

However, councils are moving forward with their digital transformation.



■ Implemented today ■ Planning to implement

### Web self-service



### Mobile Access



### Live Chat



## HOW CAN YOU ACHIEVE DIGITAL TRANSFORMATION?



Listen and act upon citizen feedback and their needs.



Tailor services for situation and wider community needs.



Be selective, use channels that your citizens want.



Implement the right technology for digital transformation.

### About the research

The research was commissioned by Verint in November 2014 in association with Ingenium, a UK based public sector marketing and research company. One hundred UK-based respondents, including IT decision makers and directors of transformation, from 75 councils were surveyed as part of this study.

\* Based on results of survey by eMarketer June 2013

<http://www.emarketer.com/Article/Nearly-Half-of-UK-Consumers-Will-Use-Smartphones-This-Year/1009956>

and reported on Statista <http://www.statista.com/statistics/270821/smartphone-user-in-the-united-kingdom-uk/>

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