

APPENDIX 1 – DIGITAL PUBLIC SERVICES AIMS AND OBJECTIVES

Principles:

- i. Put the customer at the centre
- ii. Encourage adoption of online, no contact services
- iii. Communicate with our customers electronically where possible
- iv. Add efficiency to service delivery
- v. Do it once – share information where possible
- vi. Be prepared for the future

Aim to deliver:

- i. A choice of how members of the public will access services
- ii. Well, designed, simple to use services
- iii. 24 x 7 service provision where possible
- iv. Cost effective services and where possible, service efficiencies
- v. Consistent service provision regardless of customer access channel
- vi. Secure, authenticated services, that can be trusted
- vii. Appropriate information sharing across organisational boundaries
- viii. Continuous improvement through pro-active performance management of customer access channels
- ix. A workforce skilled in using digital technologies
- x. Reduced duplication of data collection

Five key themes:

- Channel Shift
- Citizen Account
- Data Sharing
- Better use of data
- Digital Awareness

Targets (for first 12 months)

- 30% increase in page views on the council website;
- 5% shift in service delivery to digital
- 20% of Council house tenant data matched for online service provision
- 2% of Moray residents registered for online services