

web labs

TRANSFORMATION
DEVELOPMENT
PLATFORM

WITH

WEB LABS
BRIDGE



Web Labs Digital Transformation Solution

This journey towards “digital public service delivery” is reaching a critical point where as citizens demand greater speed and more transparency in service delivery from a public sector already under pressure to deliver significant cost and efficiency savings. But, how do government organisations ensure investment in digital transformation delivers the intended outcomes after earlier “online Government” and “e-government” initiatives produced little in terms of significant, sustainable benefits?

Web Labs believe that citizens are frustrated because their expectations regarding online services are not being matched by the public sector

What do citizens expect?

- Communicate through multiple channels
- Simple to engage
- Fast to resolve

What gets in the way?

- Combination of legacy or various 3rd party systems that do not integrate well
- Lack of automated workflow to ensure: -
- Each transaction goes to the correct department/expert
- Each transaction, request or issue is tracked and monitored for status and deadline delivery
- Call centre agents or authorised staff can instantly view on one screen all historical and current transactions, requests or issues raised by an individual

Digital Transformation Platform

The Web Labs ‘Digital Transformation Platform’ helps government organisations make the shift to “digital by default” possible. Web Labs’ flexible Digital Transformation Platform pulls together data from existing systems to add an extra level of insight and functionality. One intuitive GUI user interface, integrates all Web Labs and 3rd party CMS, EDRMS, e-Forms, E-Democracy, e-Commerce, Customer Self Service, systems under one umbrella.

The London Borough of Southwark, has more than 100,000 local residents signed up for online accounts (still increasing by 2000 per month with no advertising), enabling them to access to a wide range of online services, including accessing revenues and benefits, booking appointments, requesting a parking permit (Blue Badge) or applying, booking, registering a complaint or request for Information all online with complete integration to the department administration systems without a need for any re-entry of information.

In 2012 Southwark set out on a journey to change the way services were provided to residents. Like many others, they had adopted the principle of “Digital by Default” but needed to find a way to make that a realistic ambition, rather than a slogan. A lot of effort had already been put into getting services online, but that this had been done in silo. What they needed was a way to join things up, providing a platform for ongoing development and channel shift, using a product that residents would actually want to use.

The development of the My Southwark customer account became the linchpin around which their channel shift strategy would be delivered. The initial phase was to create the basic user account and to begin the

process of consolidating online services, already available as stand-alone products, under that one account, with single sign-in.

A strategic decision had already been made that Web-Labs eforms would be the council's default eform package and it was therefore Web-Labs who were chosen to be the principal partner in the development of My Southwark.

The first version of My Southwark was launched on time and to budget in July 2012 and provided account holders with:

- personalised home page, displaying up to 25 data-sets of information chosen by the user, ranging from their bin collection dates to their nearest leisure centre or planning application pre-population, save facility and full log of all e-forms
- single sign-in (following a one-time authentication process) to their council tax, benefits or landlord accounts (in partnership with Gandlake)
- single sign-in to their library account (in partnership with Prism)

Their approach to the on-going development of My Southwark has differed to many local authorities in that they have not based the account around a single service area, such as revenues and benefits or environmental services. Nor have they tried to recreate functionality that already exists for self-service for specific service areas.

Instead, they embraced existing technologies, working with best of breed providers who are experts in their service area, and to consolidate those services with the single sign in My Southwark account.

Taking this approach has meant they have been able to offer our customers a wide spectrum of self-service tools for a relatively low cost, using an agile, iterative methodology.

Since August 2013, the suite of services available through My Southwark has expanded to include:

- Community council forums
- Links to "My support choices"
- Housing self-service, (in partnership with Northgate) including:
 - Access to rent accounts
 - Access to leaseholder and garage accounts
 - Access to repairs history
 - Ability to report a new repair
 - Register to vote
 - Online consultations

As at the end of May 2015 more than 100,000 people had registered for a My Southwark account with 42,000 linking to a revenues and benefits account.

In addition:

- Over 600 new people register each week
- 11,000 accounts viewed each month
- 5,000 accounts now linked to a rent / leaseholder account (in just 3 months)
- Over 84,000 log-ins to council tax and benefits accounts in 2013 (from 52,000 in 2012)
- Over 34,000 eforms were submitted by My Southwark account holders in the past 12 months
- 31% of all eforms are submitted by account holders

Comprehensive reporting

The Web Labs Multi-Channel Contact Manager ensures each and every customer interaction and transaction; request or query is automatically tagged. The Web Labs Taxonomy and Categorisation engine classifies these tags and gives them meaning and context by identifying the type of interaction and/or transaction the customer has undertaken. It also identifies which channels of communication has been selected i.e. online, telephone, face-to-face as well as the status or stage which has been reached i.e. abandoned, partially complete, awaiting a response, complete, satisfied.

It is important to note, that the system is not just capturing raw data but has the ability to contextualise and structure data to meaningful content and can therefore be used as an invaluable business intelligence tool deliver:

- Single view of customer,
- Data analysis and trend identification
- Customer segmentation
- Customer insight

Transformation Platform Specifications

- Customers can access their own online account to view personal data relating to their council services, including e bills and schedules, recovery notifications and benefit notifications.
- Customers can see the status of their service requests and make secure transactions. This includes making applications and reporting changes, uploading evidence, making payments, making appointments, viewing outstanding debts and viewing material on loan.
- Provides proactive alerts via the authenticated account to inform customers of service changes (e.g. bin collection date is changing, library book needs to be renewed, rent payment is due, and licence needs renewing).
- Enables the customer to be able to view e correspondence via their account (removing the need for paper-based correspondence) if they choose.
- Provide an assisted digital solution, where unlimited number of customer service advisors can complete transactions on the customer's behalf
- A solution which is capable of integrating into the back-office systems of the services included, including financial systems, appointment schedulers, CRM and workflow where appropriate.
- All transactional data generated via the authenticated account is integrated into back-office systems for business areas such as Business rates, Landlords, Benefit claimants / council tax reduction, Library, Waste, Housing, Licensing, Electoral Registration, Appointments, Pest Control
- A facility for 'web chat' within the customer portal environment;
- A forum for sharing ideas, networking and innovation,
- The ability to deliver customer correspondence as e-documents (to include bills, statements and notifications and general correspondence).
- The ability to save PDF copies of documents and to locally print on demand;

- The solution simplifies documents for customers (for example merging of bills and benefit notifications and benefit summary letters, so that customer contact is reduced.
- Provides automatic customer notifications via both email and/or SMS messages to advise customers of new and updated bills or correspondence;
- A single sign-on capability for all services, including pass through authentication where the portal supplier is not deemed to be the most appropriate digital supplier;
- 'Lock out' user after three failed login attempts, allow customers the ability to reset password online via a self-service mechanism;
- The solution can authenticate electronically, include a PIN on documents or provide a PIN via a separate letter where appropriate;
- Report on account activity to identify active/inactive accounts and activity history;
- Flag changes made to personal details, so that back-office systems can also be automatically updated.
- A 'responsive' design, ensuring that the needs of customers transacting on smartphone technology are met.
- Refresh account data in real time where able and overnight as a minimum;
- Allow access to view account details including payments, liability, credits etc. (including historical data and historical bills, instalment plans, property band and to the council's payment engine;
- Display all periods of overpayment and take this into account when displaying recovery information;
- Provide the ability for landlords to view a summary as well as the details and individual payments of the tenants, within the constraints of the Data Protection Act;
- A search facility, so that searches can be conducted by name, address, post code or account number and identify all accounts held by an individual.

The Bridge

'The Bridge' is a complete 'Development Environment' of which a CMS is an element along with e-forms, workflow, security, document management report generator, an integration module and numerous applications all with a common User Interface and using the very latest technology.

The rapid evolution of software and development platforms meant that many solutions were built against different technologies. In most cases the older products are upgraded to work on the newer technologies but it's a fact of life that legacy systems have to be maintained too because infrastructure changes tend to lag behind the development technologies. A similar problem exists when different vendor's products are bought together to build complex systems, those systems rarely all match up using the same specification of platform and infrastructure. It is also true that seemingly smaller isolated systems that are easily manageable can soon become difficult to maintain and use as more features are added or the system expanded beyond its original scope.

Web Labs identified that a solution would be needed to solve or at the very least mitigate the issues described such that the maintainability and usability of such a complex system be improved and pulled into a cohesive platform.

Any design of solution should also ensure benefits are seen in simple through to large complex systems. Cross-vendor issues could be solved by abstracting the differences and putting a common layer over the top such that any solution can use information from disparate systems consistently and reliably. This would be seen at user interface level as well as at development level. Hence the platform designed and built by Web Labs called The Bridge.

The Bridge answers the issues raised by firstly pulling all of Web Labs existing solutions onto the common platform using the latest technologies available.

Third-party solutions can be consumed and controlled via connectors directly from within the Bridge offering the power of the Bridge in those systems. The Bridge also introduces a new powerful web-based application interface providing a fully interactive and customisable experience for end users. This delivers both a simple to use interface with on demand access to powerful and advanced features for skilled users.

Architecture

- Microsoft .NET
- ASP.NET
- Microsoft SQL Server 2015+
- Simple deployment and update mechanism
- Modular based with swap-in / swap-out functionality
- Extensible core for your own development potential

Security

- Multiple identity provider system (e.g. Facebook, Twitter, AD etc)
- Single sign-on capabilities (as a client or server)
- Roles-based granular permissions
- Groups support
- Full auditing

Administration Interface

- Web browser-based interface
- Multiple device support (desktop, tablet, mobile etc)
- Responsive GUI
- Consistent look, feel and function
- Customisable and extensible with large collection of standard components

Core Features

- Internally managed content system as well as externally managed
- content/record support
- All content and records treated as 1st class information regardless of source
- Flexible content system
- Local file system, network and cloud-based document storage support
- Record locking system to aid multi-user editing
- Bookmarkable content to simplify personal management

- Asset store for managing documents, images and media
- System messages to alert all users to important information
- Module based
- Versioning with rollback and comparisons (future release)
- Fully flexible workflow system with easy-to-use process designer (future release)

Main Elements

Digital by Default/Transformation Development Platform

1. CMS
2. E-Forms
3. CRM
4. EDRMS

All of these software elements are exchangeable e.g. If a client has a satisfactory CRM in place, then that can be used or our multi-channel 'Contact Manager' can be deployed or the client can even develop their own CRM using the Bridge Development Platform.

Common Modules

1. Workflow
2. User Security
3. GUI
4. Single Sign On
5. Customer Authentication
6. Connector Library for all main GIS, Payment Engines, Revs and Bens, Planning, Telephony etc
7. Secure Messaging
8. Customer Engagement/Profiling

These common modules reduce development cost when developing a software business specific application or an enterprise solution. They require less testing, maintenance and staff training thereby facilitating new development with lower capital and revenue cost.

Why - If all the main elements are not developed as one product, then their workflow, user interface etc can be different and confusing to developers and the Users.

Development cycles and new releases could be on different time cycles creating unnecessary problems with a greater number installations, it would cause further problems maintaining the integration between the various software elements whether they are part of the suite or third party.

No real gains can be made in agile development and lowering the cost of implementation.

There could be compromises made to the security and integrity of the system as a whole if different security modules are used with different software elements.

Benefits

A Client can use one development environment to undertake their Channel Shift/Transformation program. The System architecture is standard Microsoft so there is no further staff training or further licenses required. The utilizing of a common development environment has proven to be 66% faster for development with lower support and maintenance cost. The CMS module will allow the client to build and maintain a responsive web site and cater for multimedia communications.

The E-Forms module will enable the client to build many interactive e-forms and fully integrate them with any back-office system providing end to transactions for customers.

The Multi-Channel CRM module will enable the client staff to instantly see the history of every channel type communication with a client and more efficiently service any call.

The EDRMS module will permit the secure storage and recovery of any customer records.

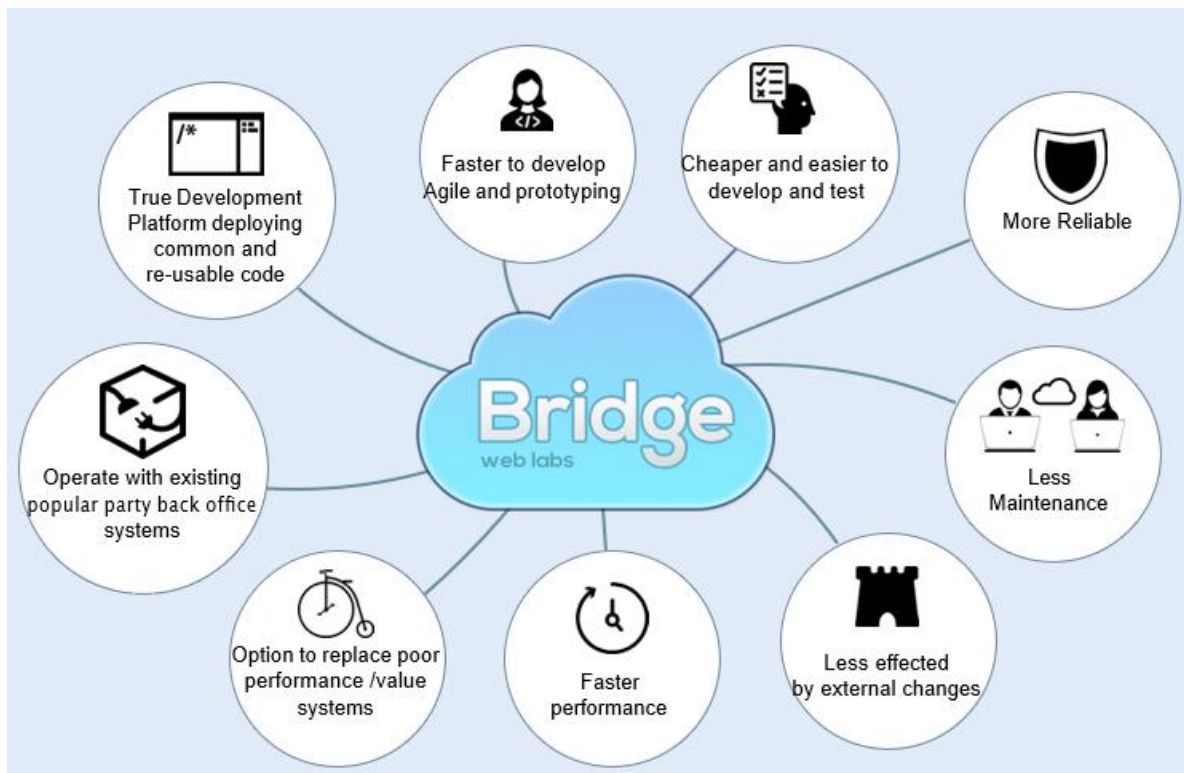
The Connector Library will permit the connection of any module to any third party software to facilitate end to end transactions and compliance with your digital by default strategy.

The Customer Authentication module will ensure that all customers permissions are checked and no confidential information is displayed to the wrong persons.

The Secure Messaging module ensures that no sensitive information is unnecessarily transmitted over the www and only customers and administration staff with the right passwords can access private information.

The Customer Engagement Module securely captures and stores profiling information from web page views, e-forms fields and other media activities so the client can supply helpful and meaningful information to the customer and improve customer service.

The Bridge is totally flexible one can deploy as much or as little as suits your requirements at any point in time.



About Us

We are a UK-based firm focused on quality and service delivery; ISO 27001 certified. This certification means our systems and processes adhere to rigorous standards for information security management, ensuring data protection and compliance.

**ISO 27001
CERTIFIED** | Information
Security
Management
System

We pride ourselves on developing all our products in-house, maintaining high standards and avoiding outsourcing overseas. Our commitment to customer satisfaction and service is integral to our approach, with strong client relationships leading to successful digital transformations.

We have proven ourselves as masters of digital transformation in local government, offering our expertise in customising products to the unique needs of each customer. Our goal is to deliver comprehensive solutions, ensuring stakeholder satisfaction and guiding clients on the path to digital transformation.

Get in Touch

Brochures can only go so far – our working products need to be demoed to see the full extent of their capabilities. We stand by everything we say, and if you still have any doubts, we can connect you with existing customers and users of our app for real testimonials about its functionality, performance, and our second-to-none product support, with direct access to our designers and developers.

enquiries@web-labs.co.uk

[+44 1904 234045](tel:+441904234045)