

## **Customer-driven Government Service Review: what are the implications for you?**

### **How to help citizens work more effectively with Government and in so doing save Government money.**

Ctrl-Shift's Customer-driven Government Service Review is a highly focused analysis designed to help senior civil servants deliver both cost savings and service personalisation. It offers rapid support for budgetary and organisational review of services with the aim identifying where customer-driven services reduce costs, offer more flexible and personalised service, and build trust.

Government Departments and local councils face irresistible and seemingly disparate demands to:

- deliver more services for less,
- take services online, and
- offer personalised services that empower the citizen.

Additionally in the Conservatives manifesto they state "Wherever possible, we believe that personal data should be controlled by individual citizens themselves".

Far from being disparate, addressing these demands together will actually save money while delivering better service. How much might such an approach save your organisation? To find out, we work with you to discover:

- which services offer the biggest opportunity
- what are the cost/benefit implications.

The 20<sup>th</sup> century centralised solution was for Government to gather customer information, create better information management, join up government services and share data across silos. The same approach was used in the private sector. After significant spend on IT little has changed, services are still not focused on the individual, don't deliver customer satisfaction and are highly centralized and offering little choice.

There is a control shift. The 21<sup>st</sup> Century solution is to make the citizen the point of service and data integration. This gives them more control enabling the sharing of more accurate data, delivering the right information to people at the right time, right place, and in the right way, enabling more productive use of both citizens' and public servants' time. In parallel, this approach will offer opportunities for economic development, enabling the development of private and third sector services.

The Ctrl-Shift Government Service Review looks at each service line from the citizen perspective. This enables us to identify the services with the best prospects for customer-driven service delivery. The Review is designed to provide rapid identification of opportunities and, in preparation for the next comprehensive spending review, further more detailed analysis within 10 weeks.

The assessment will deliver the necessary evidence to support decisions at political, board, finance and operational levels. It will also harness the opportunities being opened up by new emerging tools such as Vendor Relationship Management, Volunteered Personal Information and Data Liberation. It will:

- signpost the "services most likely";
- prioritise, based on your organisational, policy and customer service criteria; and
- provide cost-benefit analysis for priority services.

The work is in three distinct phases (see figure 1 below). 1) a service wide Sense Check: will it work for you across your area of responsibility? 2) Prioritisation: a top 10 service line comparison. 3) Specific Evidence: a detailed review of the prioritised services.

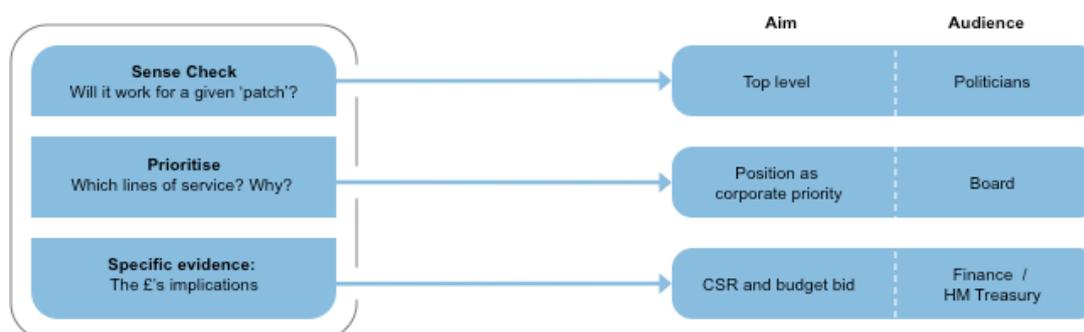


Figure 1: Government Service Review phases

Ctrl-Shift's independent and highly structured analysis uses a specially-developed model of consumer decision-making to understand the key service delivery points and the value of information at each point.

We use our Government Service Review tool (see example output in figure 2 below) to number crunch the cost and potential saving of the individual services and identify the service most likely to deliver savings while delivering high quality service.

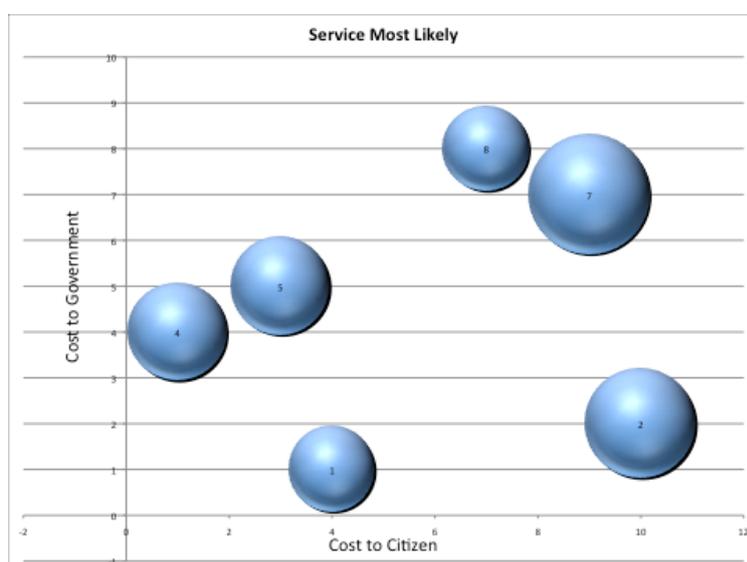


Figure 2: Government Service Review example output

Prioritisation identifies the top 3 of these services, where cost savings are available while delivering on organisational and policy criteria and, providing valued customer service.

The final specific evidence phase will deliver cost benefit analysis for the top 3 services and the necessary evidence to support decisions at political, board, finance and operational levels.

The Ctrl-Shift founders have over 50 years' aggregated experience of understanding government processes and the emerging field of customer-managed data or "buyer-centric commerce".