

Digital Strategy

The Council's Digital Strategy sets out the framework for how we will approach digital transformation to improve services to our customers and enable us to work more efficiently.

Reducing and managing demand

We will empower our customers to help themselves wherever possible by ensuring that the most comprehensive, up-to-date, searchable, and understandable information is always available from our website and app. This information will be backed up by comprehensive self-service tools to reduce the need for routine offline contact and mechanisms to feedback on how we're doing.



Simplifying our channels

We will work toward a single telephone number to reach WDC and remove as many email addresses from our website as possible. We will also look to make better use of growing alternative communication mechanisms such as Whatsapp, in addition to online chat facilities.



Creation of a customer portal

We will create a secure online portal where our customers can access all their information, services and items of interest from a single login. The customer will be able to see their history of interaction with the Council, launch new requests, submit information and get updates on requests already in progress.



Design processes that focus on customer need

Our Transformation Team will work with service areas to create customer focused services which are designed with the end user in mind. Simplicity will be at the heart of our work, to ensure that services are easy to use, flow beautifully, automated precisely and work first time, every time. Behind the scenes we will also be working to make things better.



Comprehensively reviewing our applications

The Council has more than 50 applications and thousands of spreadsheets, supporting very niche functions in typically isolated ways. We will seek to simplify our application estate by looking at where our systems have overlapping functionality, if there are opportunities to introduce low-code solutions built on case management, or where systems can simply be removed.



A single view of the customer

We will work with our teams to help develop a single view of our customers which shows all of their interactions with the authority. For the first time in WDC's history, it will be possible for a service to wholly understand a customer's needs and situation in totality, rather than only seeing a small part of a much bigger picture.



Dashboard performance

For the first time, WDC will be able to gain insight into the performance of services according to their actual, live customer demand. Access to this data will start life as static reports, but in time will become an instant online dashboard, presenting service metrics that are up-to-the-minute accurate.



This data will also be critical in shaping future service delivery, providing the Council with a unique insight that it has never had before.

Increasing process automation

Through the use of low code technology, increase the level of automation to reduce administration, manage demand and reduce costs.



What is low-code?

The Council's digital transformation will be underpinned by low code technology, which provides a low cost and flexible way of developing applications, processes and form at pace.



By 2024, Low-code application development will be responsible for more than 65% of application development activity.

'A Low-code development platform (LCDP) is software that provides a development environment used to create application software through graphical user interfaces and configuration instead of traditional hand-coded computer programming.'

“Ultimately, we want the application of the right technology to make it easy for our customers and businesses to transact with us and for our people to have access to the right tools and technology.”

