| PRINCIPLE: | DESCRIPTION: |
|---|---|
| The customer experience comes first | • Delivering exceptional experience to our citizens and staff remains our primary focus.<br><br>• No Digital project will ever have a negative impact on the customer experience. Whether we are delivering changes to customer-facing processes or behind-the-scenes we will ensure that the current standard of customer experience is maintained or, wherever possible, improved.<br><br>• We will ensure that the same range of services and customer experience is available to our customers, regardless of the channel by which they contact us. |
| Digital interactions will become the first choice for our customers | • We will deliver simple, efficient and attractive Digital services that customers will choose to use instead of the traditional contact channels. We refer to this as making our services 'Digital First'.<br><br>• Over time we will aim to make appropriate services 'Digital by Default', meaning that they will primarily be available digitally.<br><br>• We recognise that not every citizen will be able to use digital services so we will always ensure that there is an accessible route for them to interact with us. However, this will become the exception rather than the norm. We will also work to improve levels of digital inclusion across Cardiff. |
| Modern, fit-for-purpose technology will be used to ensure efficiency | • We aim to use Cloud-based solutions wherever we can in order to reduce reliance on physical hardware that must be maintained, repaired and replaced.<br><br>• We will ensure that our technology platforms can be rapidly scaled up or down to ensure that the associated costs directly relate to service demand. We should only pay for services that we use.<br><br>• We will seek to make the most of emerging technologies; delivering enhanced customer service through the use of smart devices, virtual assistants and social media platforms |

| PRINCIPLE: | DESCRIPTION: |
|---|---|
| Technology solutions will be re-used, purchased and developed responsibly | • Our default approach to the procurement of technology solutions is to re-use before we buy, and to buy before we develop something new.<br>   o We will re-use existing technology where it is fit-for-purpose<br>   o If our existing technology is not fit-for-purpose we will seek to procure an existing solution that is the best fit for our requirements<br>   o If no solution exists that can fulfil our requirements we will seek to develop a solution<br><br>• When buying or developing a technology solution we will ensure that we identify the best fit option to meet our current and future requirements, and to provide value for money.<br><br>• We will ensure that existing technology platforms are fully supported, that solutions are developed to a corporate standard, and that our ICT Service team has the required training, knowledge and support to ensure ongoing maintenance and support can be delivered. |
| Digital services will support collaborative working to improve outcomes for our customers | • Digital solutions will be implemented across service areas and external suppliers to improve collaborative working. The adoption of Cloud-based solutions will increase accessibility and agility.<br><br>• Cardiff Council will prioritise analysis of the service data that we gather so that we can make better decisions, handle and forecast customer demand, and improve collaborative working.<br><br>• Where appropriate we will share data across areas in support of improved service delivery and to improve outcomes for citizens. Security controls will be proportionate, to protect data and services, but not impede user accessibility. |
| Digital services will be continually monitored, assessed and improved | • We will always test Digital services thoroughly before releasing them for general use. This will include piloting them to assess the customer experience and completing detailed technical testing to check that they fulfil requirements.<br><br>• Digital services will be monitored to assess the user experience and levels of engagement. We will use the data that we gather to make continual improvements to services.<br><br>• We will document the lessons we have learn as we expand the number of Digital services we offer and will seek advice and guidance from organisations that have experience in Digital transformation to avoid reinventing the wheel or making the same mistakes that they have made. |