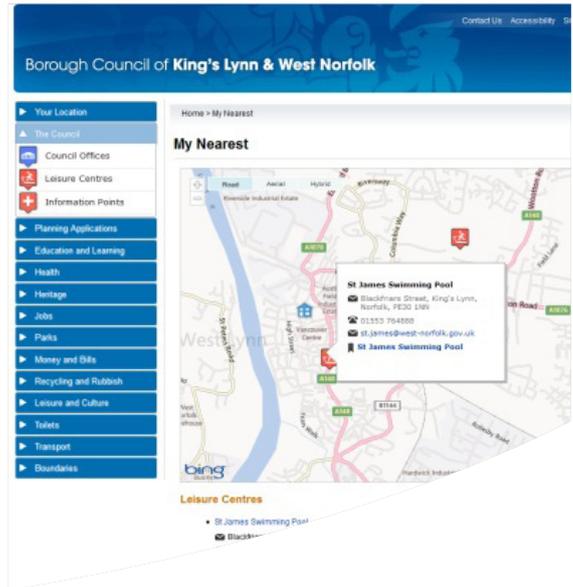


SUCCESS STORY



Enhanced customer service through location-based and personalised information.

The challenge

The Borough Council of King's Lynn & West Norfolk has a strong customer service ethic and is committed to providing an efficient and effective service to all customers.

Through the council web site customers could already access a wide range of services, in addition to this the council was looking for a cost-effective way to provide them with relevant, location-based and personalised access, not just to council services but also to community information from a number of local partner organisations.

The existing web presence was already very strong so, it was also important that the new service integrated seamlessly with the existing site and that it had an intuitive and easy to use interface.

Key points

- Provision of web development skills to deliver an online presence for personalised, location-based access to community information
- Supporting channel shift initiatives
- Contributing to 4-star rating in the SOCITM Better Connected 2013 survey

Our solution

After successfully working with other local councils to provide a Find my Nearest service, Sopra Steria was selected to provide web development skills to enhance the web presence for the Borough Council of King's Lynn & West Norfolk. The Sopra Steria proposal matched the authority's requirements perfectly and also met the strict budgetary constraints.

The programme covered a range of services including; planning to ensure that the project goals were met, mapping and design, testing, implementation and skills transfer to the council team which will allow them to update and further enhance the service in the future.

How we worked together

The specification and development process was very straight forward with the Sopra Steria web developer working closely with the council web and customer service teams to implement a Find my Nearest service which covered a comprehensive range of key local services. Close team work and project management ensured that the programme was delivered on time and to budget.

Through the council web site visitors can find services and facilities run by local service delivery organisations:

- The council: for example local planning applications, council offices and car parks, bin collection information.
- Norfolk County Council: for example schools and household waste sites.
- Norfolk Police: for example information on local community policing.
- By organisations in the community: for example post offices or railway stations.
- By the NHS: for example doctors' surgeries, dentists and hospitals.
- Also published local boundaries, for example the borough parishes, wards and conservation areas.

For a visitor to the web site it is a very simple process to enter and set their postcode. Once this has been completed, relevant local searches can be performed. Search results detailing services and facilities are displayed in two formats, firstly on an interactive map and secondly using text.

The relevant web development skills have been transferred to the council's web team and future developments to the service will be performed by the in-house team.

Results and benefits

Find my Nearest has been very well received by customers and staff and has helped improve the online services that are offered to the residents of West Norfolk.

This excellent new addition to the council website has contributed to the highly acclaimed 4-star rating in the SOCITM Better Connected 2013 survey.

“The specification and development process was very straight forward and the solution was delivered on time and within budget by a talented and customer focused developer. Find my Nearest has been a great addition to our website and was without doubt one of the reasons that we attained the highly acclaimed 4-star rating in the SOCITM Better Connected 2013 survey. It's been very well received by our customers and staff and has helped us improve the online services that we offer to the residents of West Norfolk.”

Andrew Howell
Web Team Manager



Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development and Business Process Services. Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges.

