

GOSS TRANSFORMS WEST LOTHIAN WEBSITE INTO INTUITIVE DIGITAL PORTAL

West Lothian Council needed a new self-service website to meet its target of moving 25% of face-to-face and phone interactions to online channels over 3-5 years. The council had already got its senior management fully behind a web transformation programme with the help of GOSS RESOLVE, the Channel Shift specialists.

The next step was to launch a responsive top task website based on GOSS iCM (intelligent Content Management) that was geared towards its customers and easy for its 220 administrative users to update and maintain.

“ We procured GOSS iCM through G-Cloud after speaking with other Scottish councils who verified how user friendly it is. GOSS offered the whole package above and beyond providing a CMS. GOSS iCM is great because of its flexibility and it's a refreshing change to have something so easy to use. It's really worked out well for us. ”

Colin Baxter, Web Services Manager, West Lothian Council



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A flexible CMS to save time and money

West Lothian is a forward-thinking, innovative council that strives to provide its 173,000 residents with optimum standards across all service areas. The council wanted to enable clear and concise communications with residents and clients, improving access to services in a cost effective manner and supporting its transformational Channel Shift strategies.

The challenge

West Lothian wanted to encourage its residents to do more for themselves (like access online tools and fill in forms online) and provide content that would make the website the first point of contact for information, in turn providing a better service to the customer and reducing face-to-face or phone enquiries.

West Lothian's previous website was not responsive, lacked usability, was cluttered with very wordy content and had no real design. To meet changing customer expectations the council needed a new fully transactional, responsive website based on an easy-to-use CMS, supported by expert training and a new intranet.

With around 220 website administrators and managers, the new CMS had to be straightforward to use in order to keep internal training time to a minimum and encourage departments to keep their sections of the website accurate and engaging by making regular updates.

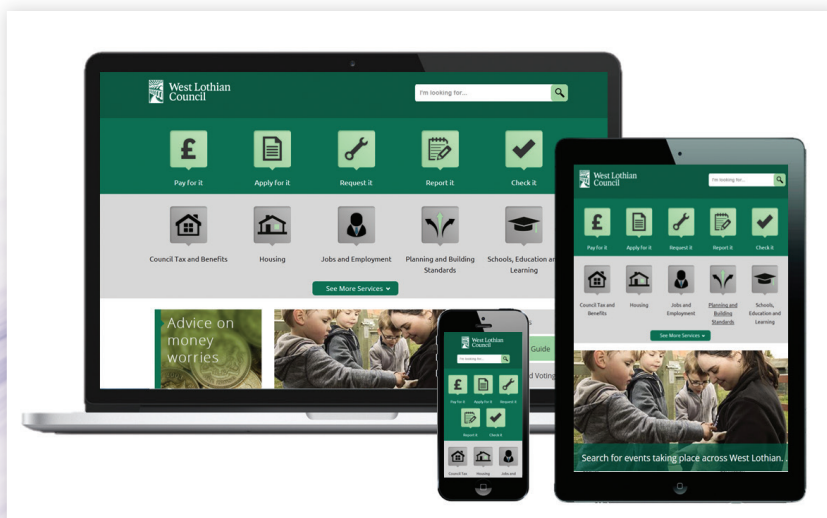
The solution

GOSS transformed West Lothian's online presence by:

- ▶ Developing a fully responsive and user-centred top task website and a new intranet using GOSS iCM
- ▶ Configuring GOSS iCM templates and building a responsive website through professional production and design services
- ▶ Providing GOSS iCM training to six web master users, which has since been rolled-out to over 200 website administrators and managers
- ▶ Ensuring a timely and quality implementation of the new website, its subsites and intranet through professional and comprehensive project management
- ▶ Providing all the technology required to deliver a customer self-service portal and help support the council's longer term project to move more services online and integrate with its CRM system
- ▶ Ensuring peace of mind with resilient 24/7 hosting support services in the GOSS dedicated secure data centre
- ▶ Laying the foundations for providing a customer self-service portal including more advanced form tools, with the council now looking at re-developing existing online forms and translating PDF forms to improve the online customer experience

The results

- ▶ **The new website saw a 13% year-on-year increase in visitors**
- ▶ **By making the site responsive, mobile traffic has risen from 33% before launching to an average of 50%**
- ▶ **An easier online transaction journey means the website is now a key driver for online payments, particularly via mobile devices**
- ▶ **Enabled 24/7 access to services and information, helping customers reach the council when they need to via the device of their choice**
- ▶ **Increased departmental content updates thanks to the ease-of-use of GOSS iCM meaning the website is continually improved and kept up-to-date**
- ▶ **All levels of staff can use GOSS iCM easily regardless of their technical levels or previous CMS experience**
- ▶ **The council has made use of best practice CMS features like scheduling to track all live content, ensuring it never loses sight of what's live and what needs updating**



“GOSS iCM is template-driven and this means that if we want to change the look and feel of a certain web page we can do so instantaneously.

We've got a very good relationship with the support and development teams at GOSS and this helps keep things flexible for us. They really understand what we want and it's that level of understanding of local government IT that allows us to get things done.”

Colin Baxter, Web Services Manager,
West Lothian Council

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

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