

SOLUTION SPOTLIGHT

TRANSFORMING THE UK CITIZEN EXPERIENCE

Government agencies are in a bind. Citizens increasingly demand better digital experiences (DX), especially on mobile devices, but many existing sites are incapable of meeting those demands. With websites prone to crashing and data trapped in silos across agencies and departments, constituents are left underserved, discouraged and with waning trust in the public sector.

Transforming the citizen experience requires government agencies to take a systematic approach to give constituents access to the content and services they are demanding:

- ▶ Provide a consistent user experience across all agencies, taking a mobile-first approach, but covering all channels through which citizens typically access commercial content.
- ▶ Provide a personalised experience for each citizen based on the individual's preferences and behaviours.
- ▶ Ensure governance and security with a platform approach that enables scalable, composable, compliant and secure site-building.

HARLOW COUNCIL INCREASES ADOPTION OF DIGITAL SERVICES

Harlow Council in Essex needed to modernise its website to make it easier for residents to access the essential information and services they needed, whether it be scheduling rubbish collection or applying for housing.

Using Acquia Cloud Platform and Drupal's flexible, open source architecture, Harlow Council redesigned its website with an intuitive user experience, better content management and improved responsiveness across all devices.

Since relaunching, Harlow Council has seen a 30% increase in their overall site visits and an uptick in constituents opting for digital rather than in-person services.

EXPLORE HOW GOVERNMENT AGENCIES CAN BECOME DX LEADERS

Discover how public sector agencies can use modern tools to optimise their digital services and experiences.

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