



efficiency | quality | accountability

Efficient Government

Customer First

Jim Kinney – Programme Director

18 March 2008



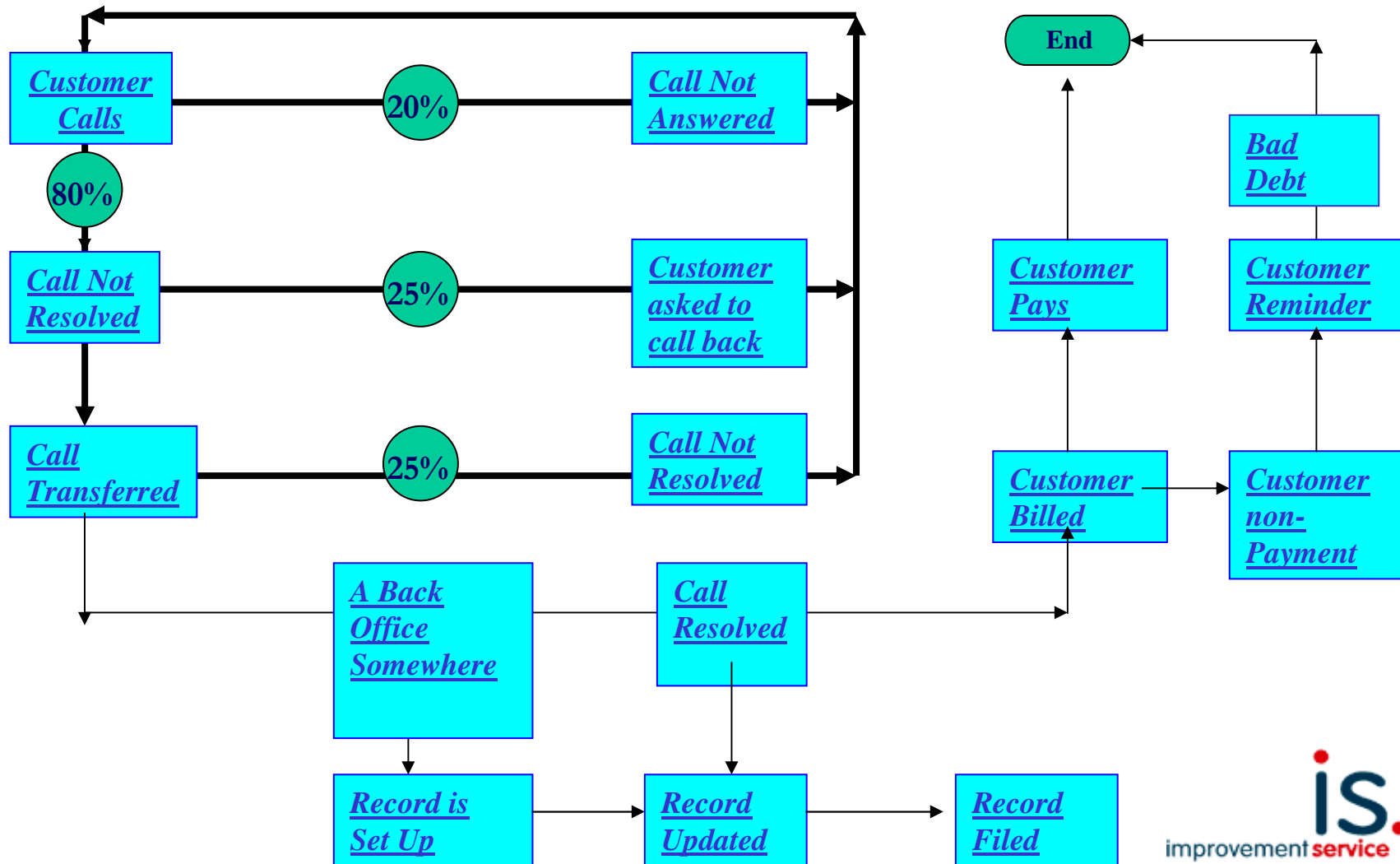
efficiency | quality | accountability

Customer First

- Designing Services Around The Needs of the Customer
- Delivering First Time Services
- Sharing ICT Infrastructure

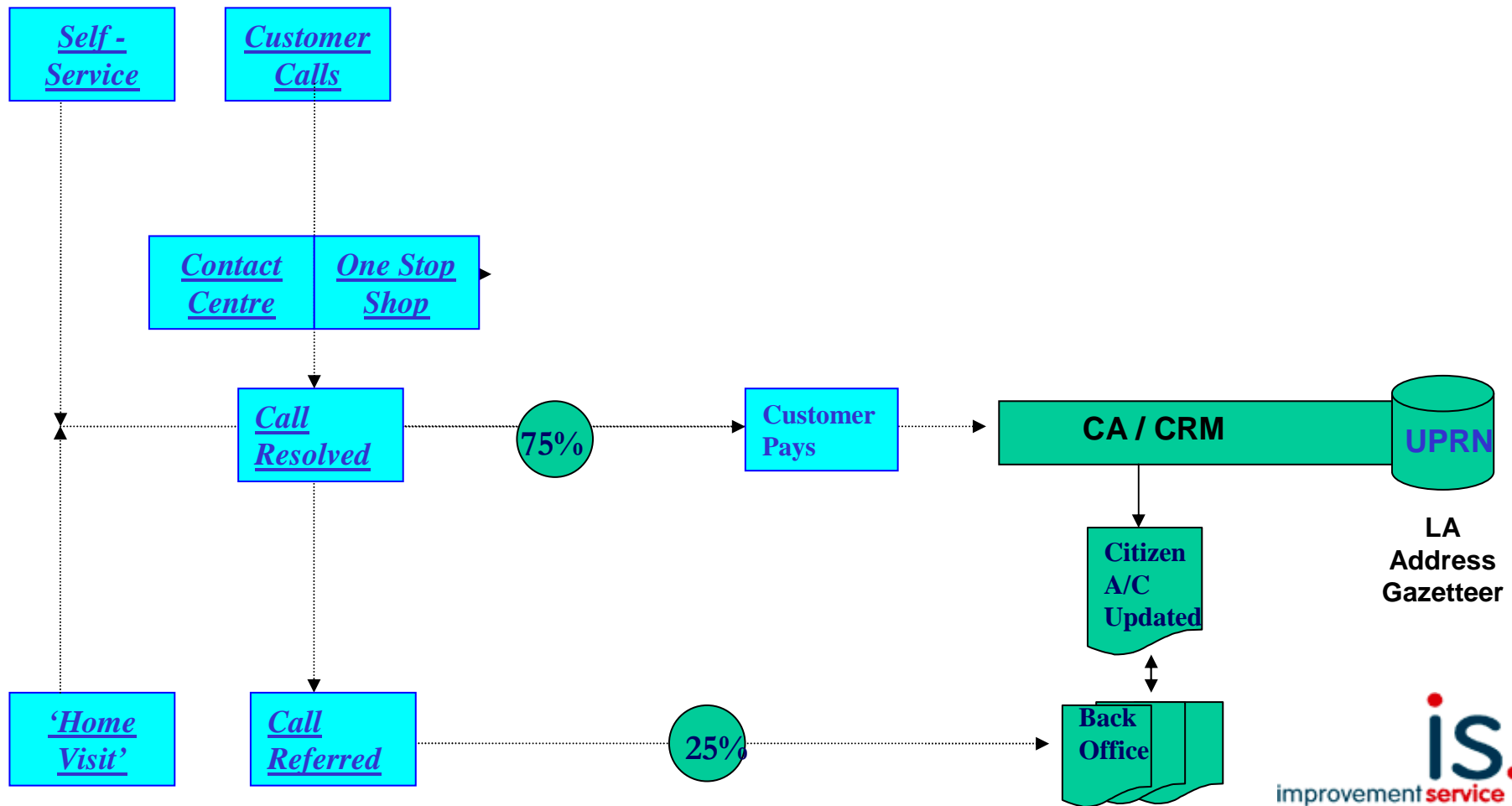
efficiency | quality | accountability

CUSTOMER CALL LIFE CYCLE



efficiency | quality | accountability

CUSTOMER 'FIRST CONTACT' LIFE CYCLE



efficiency | quality | accountability

Efficiency Gains

Transactions:	Face to Face	Contact Centre (Telephone)	Online
Upper Quartile Average Cost	£11.28	£6.35	£0.46
Median Average Cost	£7.81	£4.00	£0.17
Lower Quartile Average Cost	£6.46	£1.08	£0.14

efficiency | quality | accountability

Potential Savings

Transactions:	Face to Face	Contact Centre (Telephone)	Online	
Transaction Volumes	3,384,211	2,241,551	334,759	
Upper Quartile Average Cost	£11.28	£6.35	£0.46	
Median Average Cost	£7.81	£4.00	£0.17	
Lower Quartile Average Cost	£6.46	£1.08	£0.14	
				Total Savings
Moving from Median to Lower	£4,568,684.85	£6,545,328.92	£10,042.77	£11,124,056.54
Moving from Upper to Median	£11,743,212.17	£5,267,644.85	£97,080.11	£17,107,937.13
Moving from Upper to Lower	£16,311,897.02	£11,812,973.77	£107,122.88	£28,231,993.67

- Aberdeen
- Aberdeenshire
- Angus
- Argyll & Bute
- City of Edinburgh
- Clackmannanshire
- Comhairle
- Dumfries & Galloway
- Dundee
- East Ayrshire
- East Dunbartonshire
- East Lothian
- East Renfrewshire
- Falkirk
- Glasgow City
- Highland
- Inverclyde
- Midlothian
- Moray
- North Lanarkshire
- Orkney
- Perth & Kinross
- Renfrewshire
- Scottish Borders
- Shetland
- South Ayrshire
- South Lanarkshire
- Stirling
- West Dunbartonshire
- West Lothian



OneScotland Smartcard:
 Young Scot
 Travel
 Libraries, Leisure
 Proof of Age
 Rewards & Loyalty Scheme
 Payments

Smartcard Management

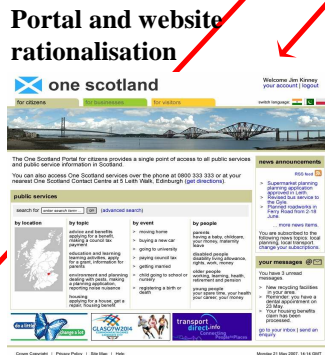
Pupil Account (SEEMIS)

One Revenue Collection System? Including non-domestic

Licensing (One Licensing System for Scotland)

Landlord Registration

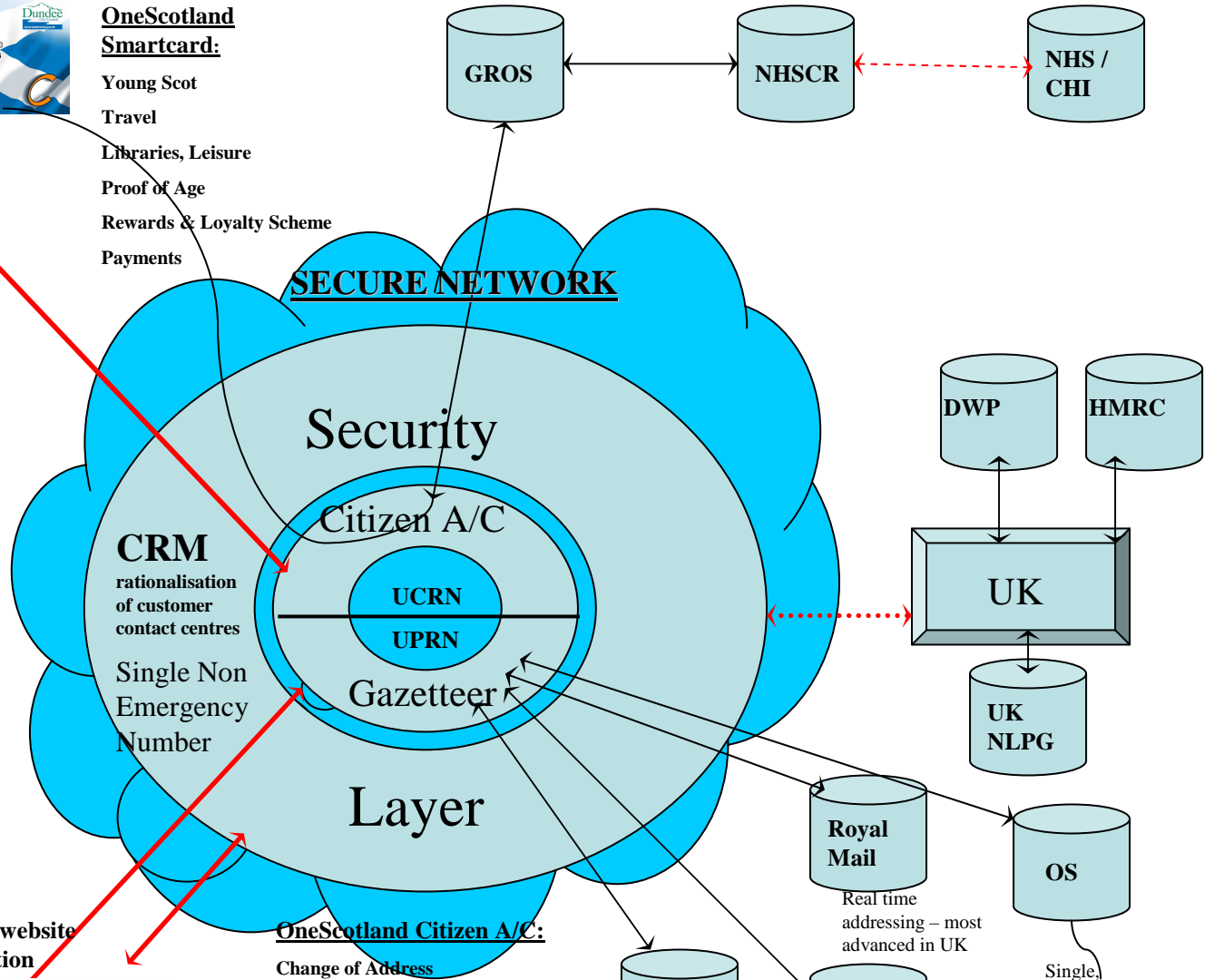
ePlanning



Portal and website rationalisation

OneScotland Citizen A/C:

Change of Address
 Libraries, Leisure
 Payments
 Fault Reporting
 Booking
INFORMATION:
 Public Notices
 Jobs
 Organ Donor



Every property in Scotland classified and valued

Who owns Scotland? – land and property registration

Single, comprehensive GIS source for Scotland

Real time addressing – most advanced in UK



Currently Logged In

Jim Kinney
Login Time: 3:55pm 11/12/06
Your Council: West Lothian Council
Location: 7 Tillsbury Lane, Linlithgow FA1 234
Nearest Local Office: County Building, Linlithgow

[Notes \(1\)](#)

[Log Out](#)

Change Account Settings

Your account details

Preferred Name:	Jim	UCRN:	9155908895699979721
Forename:	James	Surname:	Kinney
Gender:	MALE	Date of Birth:	01/01/1960
Address:	17 High St Linlithgow	Data Sharing Consent	Data sharing allowed.
Post Code:	EH49 1AB	Authentication level	Level 2 authenticated.
National Entitlement Card Number:	6336 7030 0076 9101	Email Address:	JimKinney@hotmail.com
		Mobile Phone:	01231 568910
		Home Phone:	01231 567891

My Scottish Services

- [Change Account Settings](#)
- [A to Z of Services](#)
- [My Local Council](#)
- [My Health Services](#)
- [My Entitlement Card Services](#)
- [Other Useful Scottish Services](#)

My UK Services

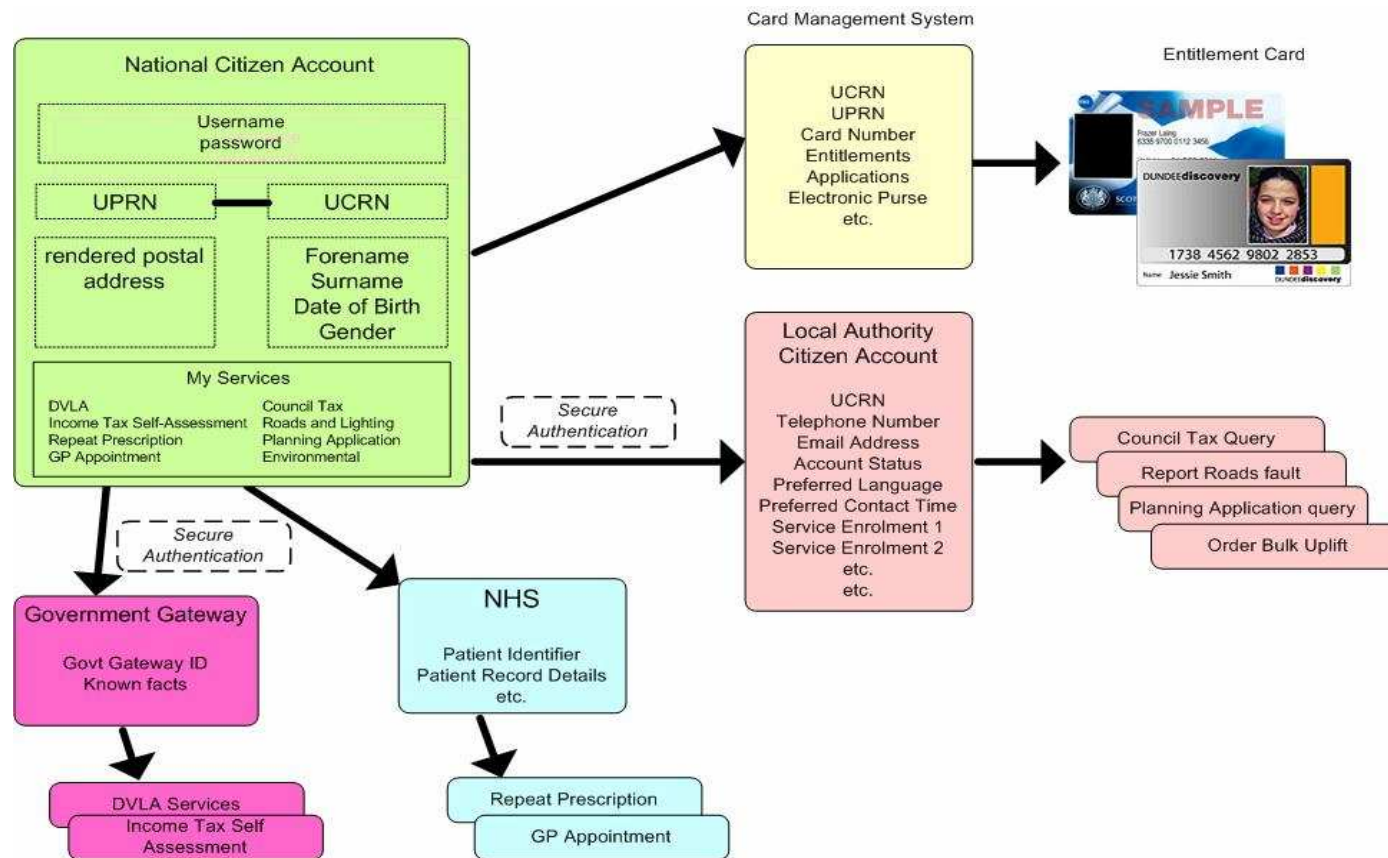
- [Work and Pensions](#)
- [DVLA](#)
- [Income Tax](#)
- [Passport Office](#)
- [Other Useful UK Services](#)

Your account maintenance options

Add Additional Properties	Remove Additional Properties
Deactivate Account	Change Data Sharing Consent
Change Preferred Name	Change Address Details
Change Password	Change Memorable Word

efficiency | quality | accountability

Citizen Account Links



for citizens

for businesses

for visitors

switch language:   

The One Scotland Portal for citizens provides a single point of access to all public services and public service information in Scotland.

You can also access One Scotland services over the phone at 0800 333 333 or at your nearest One Scotland Contact Centre at 5 Leith Walk, Edinburgh ([get directions](#)).

public services

search for ([advanced search](#))

by location



by topic

advice and benefits
applying for a benefit,
making a council tax
payment

education and learning
learning activities, apply
for a grant, information for
parents

environment and planning
dealing with pests, making
a planning application,
reporting noise nuisance

housing
applying for a house, get a
repair, housing benefit

by event

- > moving home
- > buying a new car
- > going to university
- > paying council tax
- > getting married
- > child going to school or nursery
- > registering a birth or death

by people

parents
having a baby, childcare,
your money, maternity
leave

disabled people
disability living allowance,
rights, work, money

older people
working, learning, health,
retirement and pension

young people
your spare time, your health
your career, your money

news announcements

RSS feed 

- > [Supermarket planning application approved in Leith.](#)
- > [Revised bus service to the Gyle.](#)
- > [Planned roadworks in Ferry Road from 2-18 June.](#)

[... more news items.](#)

You are subscribed to the following news topics: [local planning](#), [local transport](#). [change your subscriptions.](#)

your messages @

You have 3 unread messages.

- > [New recycling facilities in your area.](#)
- > [Reminder: you have a dental appointment on 23 May.](#)
- > [Your housing benefits claim has been processed.](#)

[go to your inbox](#) | [send an enquiry](#)

efficiency | quality | accountability

Typical Connectivity Model

Citizens Account Infrastructure Single Local Authority Connectivity Model

