

Transformation Programme
Product Delivery Overview

Phase	Objective	Jul-13		Outcome Milestones
		Products	Project	
Phase 1.5	Define activity, cost and savings	Define top 15 processes	Programme	Priority defined, plans approved & metrics in place - Oct 2013
		Strategic digital marketing plan	Programme	
		Preperation & Planning phase 2	All Projects	
		Measurement & Metrics	All Projects	
Phase 1.5	Preperations for welfare reforms	CTS Review Analysis	UCP	50% of CTS review digital, JCP deliver services@Parkside, Work club formed and target groups are engaged - Oct 2013
		JCP customer migration to Parkside	Parkside GF	
		Work Club (Virtual)	UCP	
		Community Engagement	UCP	

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Phase 1.5	Develop ICT Architecture to support digital services	Website Implimentation (CMS)	WEB	Implement and define solutions for architecture to support DbyD services - Feb 2014
		Corporate EDM Infastructure	EDM	
		Public access to open data (documents)	EDM	
		CRM Upgrades	CRM	
		Define & Scope options for personalisation	Unallocated	
		Data matching	Unallocated	
		Localisation of Digital by Default Standard	WEB	
		Deployment e-revenues	CTS	Deliver customer facing solutions - Oct2013/Feb 2014
		Planning Public Access	EDM	
		EDM & CMS for Committees	EDM/WEB	
Deployment e-billing	CTS			
Deployment e-benefits	UCP			

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Phase 2	Enhancing & Promoting Digital Services to Target Customers	Top 3 process to be DbyD and LEAN	Programme	80% of demand is through DbyD service (inc. assisted). 20% of customers are retained in digital space. Sept 2014
		Promote Digital Services	Programme	
	Deliver Personalisation	Unallocated		
	Tackle Vulnerability & financial & digital exclusion	Parkside Triage - F2F	UCP	Triage trialed with 20 customers. 100 customers trained to self serve & budget- Sept 2014
		Skills and Training Centre	UCP	