JADU

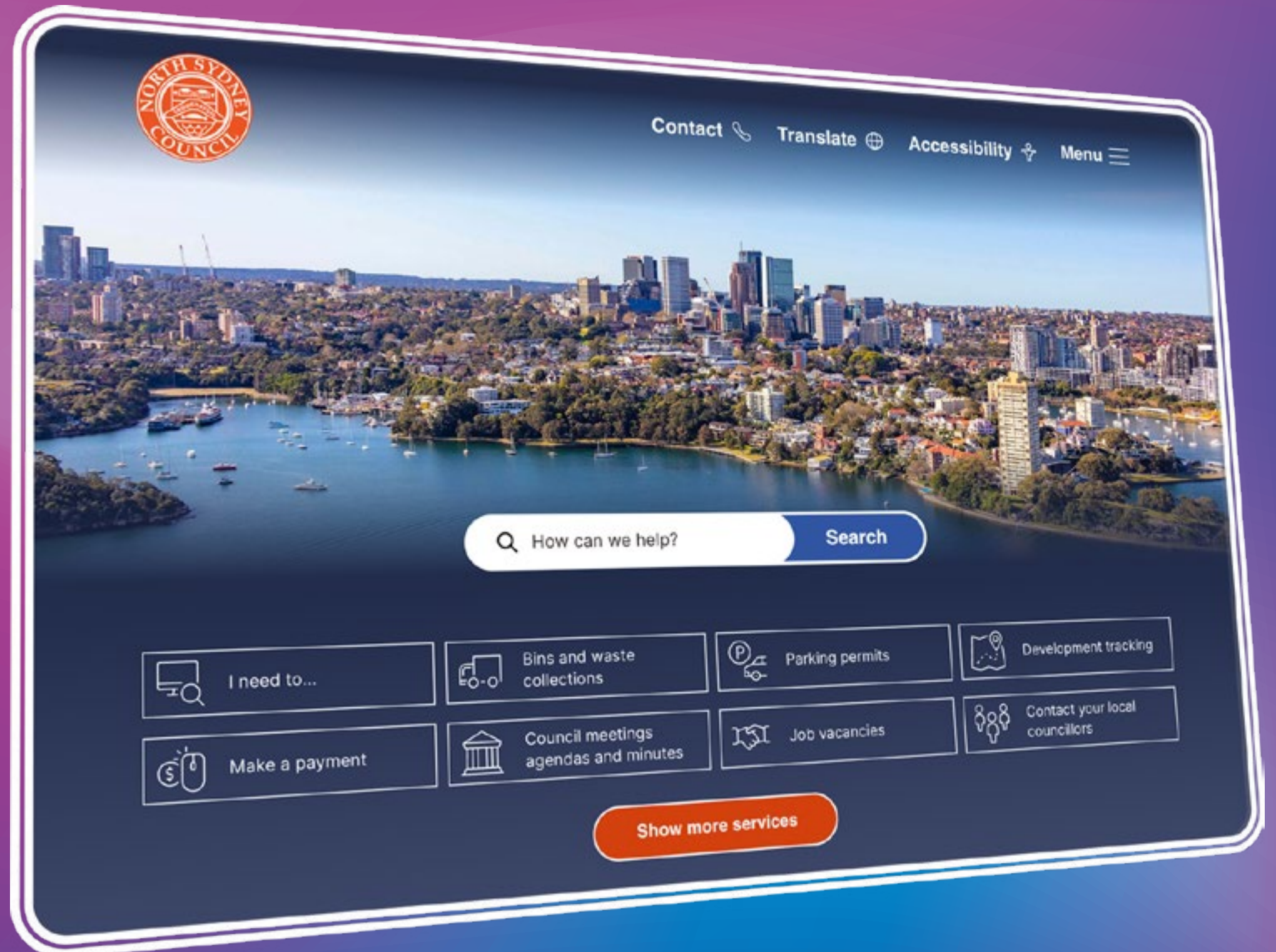## Transforming business processes and driving accessible, customer-centric online services
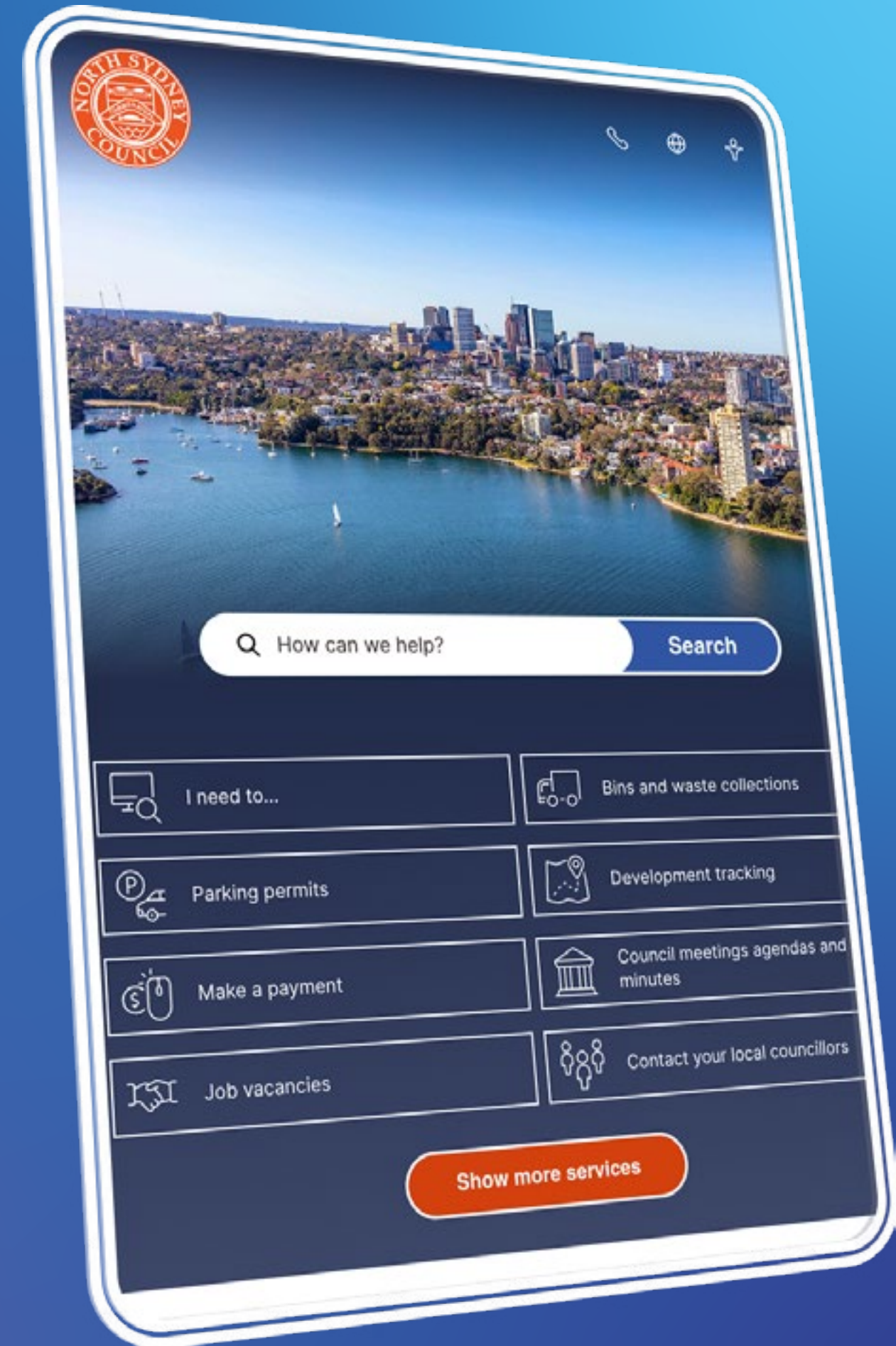
A North Sydney Council Case Study

CUSTOMER-CENTRIC WEBSITE DESIGN TRANSFORMS ONLINE SERVICE DELIVERY

Using the Jadu Digital Platform, North Sydney Council is providing customer-centric online services and has improved web accessibility via its newly designed website.

North Sydney Council borders Sydney's harbour and was formed as an authority in 1890. Over 72,000 residents call the area home and rely on a range of public sector services from the authority.

THE CHALLENGE

North Sydney Council used a Content Management System (CMS) solution that wasn't meeting expectations and became unsupported. The council became at risk of not having a website, or even worse, facing excessive costs to change or fix anything on their existing website.

This was an opportunity to move to a platform that was easier to manage, create a new accessible design and deliver an improved online customer experience.

It needed a platform that would make communicating and dealing with the Council easier for residents. At the same time, those same residents had rising digital expectations from the organisations they interacted with on a regular basis. Therefore, North Sydney Council required a digital platform that would provide residents with easy-to-use services, communications and submissions. That meant a platform that not only digitised the Council's processes but also continued to support traditional telephone contact if the residents preferred.

The Council also needed to modernise its internal culture towards the web. Previously, its web assets had been treated as brochures or repositories. To meet the expectations of its residents, North Sydney Council needed a web platform that provided secure online payments, centralised the wide range of services the Council offers and streamlined online forms so they were easier for residents and improved the speed of action from the authority. The existing CMS technology was outdated, had poor functionality, and required constant upgrades.

The Council's focus on its digital services has been shaped by the eight core values that define the North Sydney Council Community Strategic Plan; these include increased collaboration, sustainability, innovation, openness, community service, justice and ethics, as well as community participation.

Central to this, the Council committed itself to increasing accessibility for residents in its Disability Inclusion Action Plan and the establishment of an Access and Inclusion Committee.

THE SOLUTION

North Sydney Council now has a modern digital platform that meets its resident's expectations. The Jadu Digital Platform was selected as best meeting the needs of the council following a robust procurement process.

The flexibility and scalability of the Jadu platform have provided the Council with mobile-responsive sites that can be previewed ahead of publication using the ability to assign roles and approval levels. This ensures content is consistent. The Council is also using the modules and task orientation buttons to build its pages.

The Jadu platform has also helped the Council put their customers at the centre of their digital services and design the user journey around them. Accessibility uplift has been a key benefit of the move to the Jadu platform, to help ensure everyone in the community can access the website. Accessibility improvements delivered so far include navigation, making language understandable, e-reader compatibility, clean images and increased use of Alt tags. This uplift was delivered alongside internal accessibility awareness and training, which focused on both the benefits to the community as well as accessibility compliance requirements.

Jadu worked closely with North Sydney Council to provide eye tracking user testing with a broad cross section of the Council's user base, including elected members, staff and residents.

Feedback from the sessions provided both a data driven validation of the design approach, as well as offering areas for further refinement prior to go-live, ensuring that the new website met the needs of key stakeholders. As a result, in April 2023, North Sydney Council increased its Silktide accessibility score.
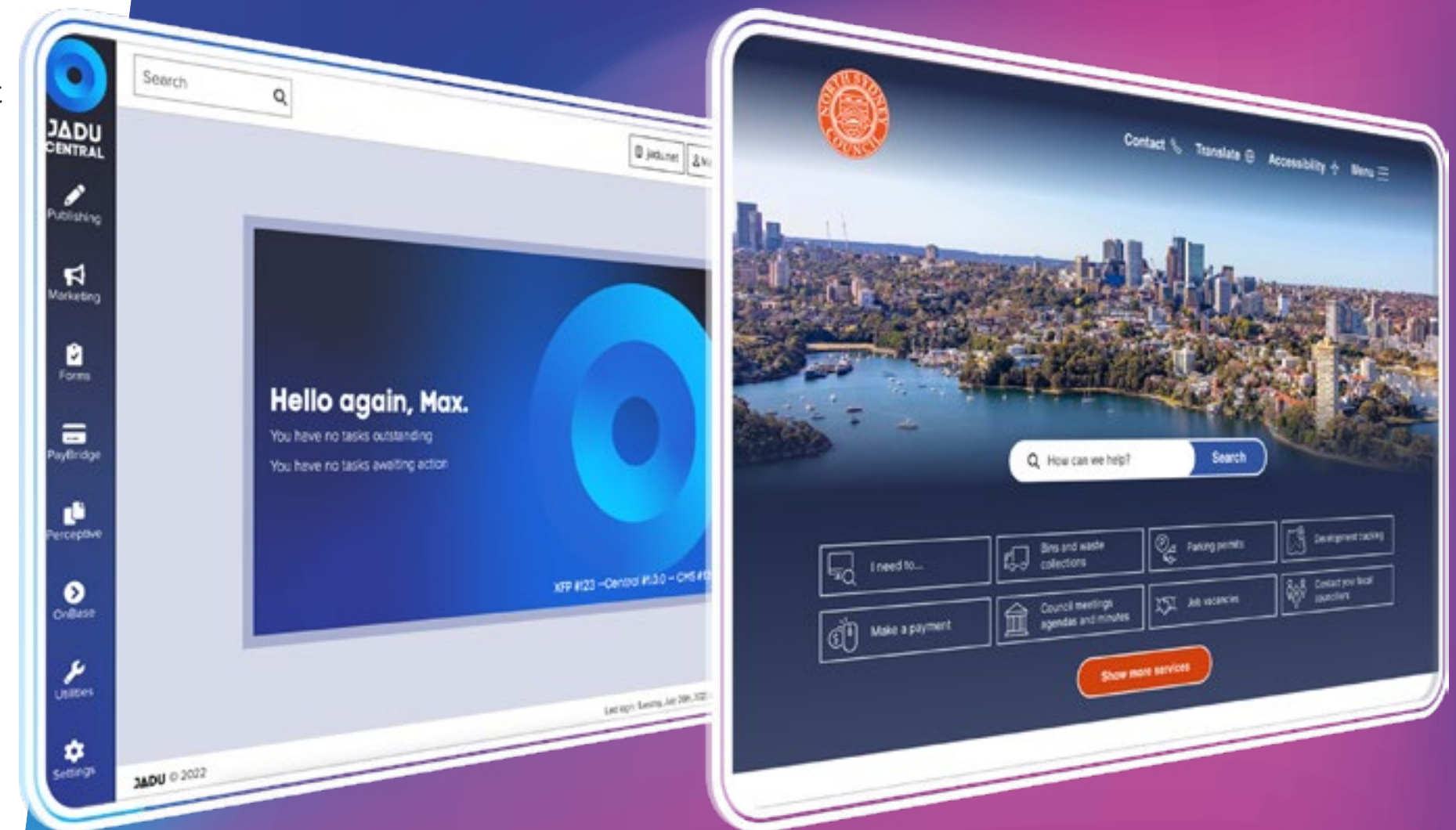
THE RESULT

North Sydney Council has an accessible and end-to-end website that has reduced demands on its call centre, retained traffic, reduced PDFs and has been well received by the local community.

As the Council continues its digital strategy review, it plans to use the Jadu Galaxies sites option to launch sites for key facilities within a centralised system.

The Jadu Digital Platform will also enhance business processes at North Sydney Council, which plans to directly link papers from the Council meetings and committees to the site, which will save time and provide this information to residents via the website.

Work continues on the modernisation of forms, transaction and customer experience processes.
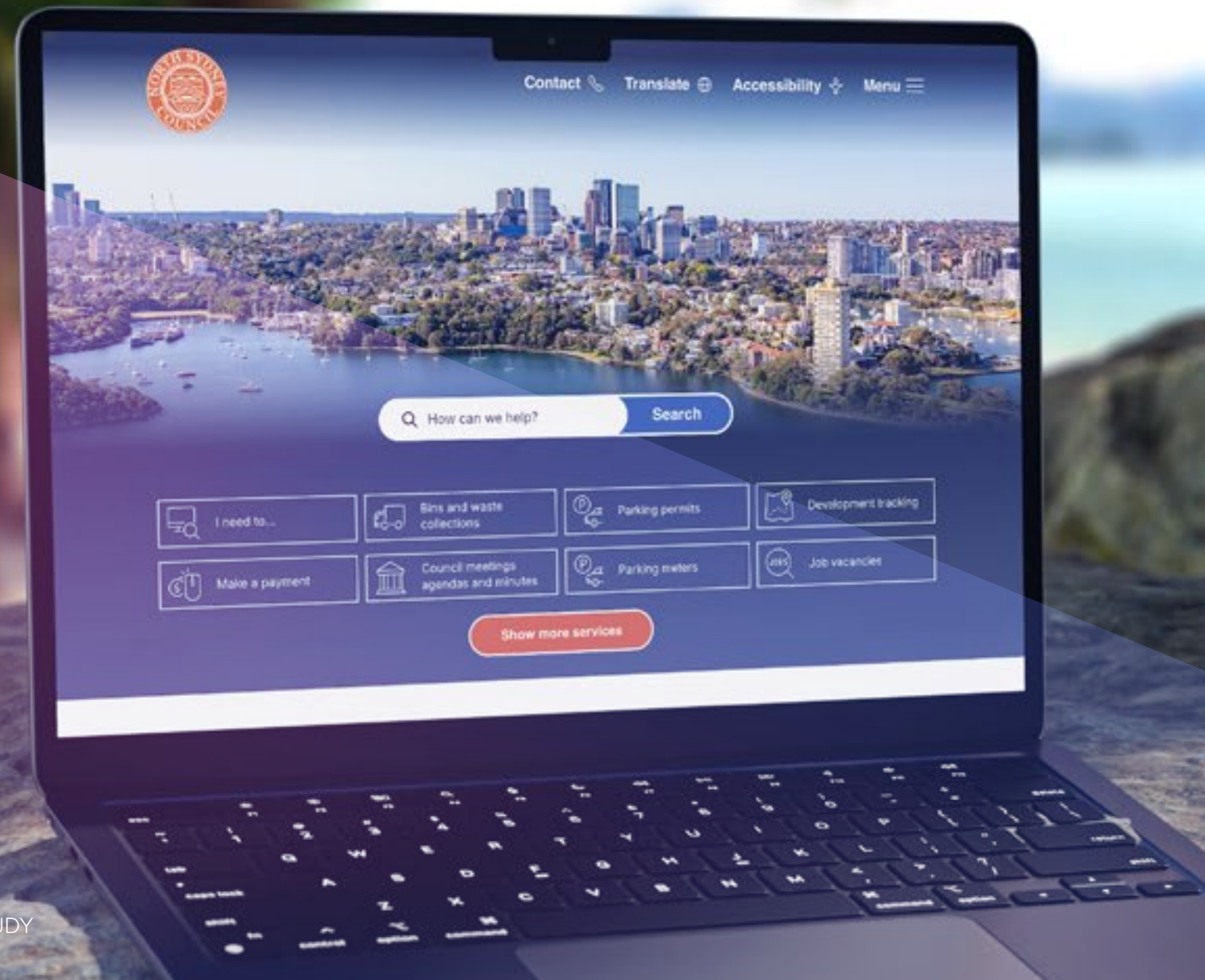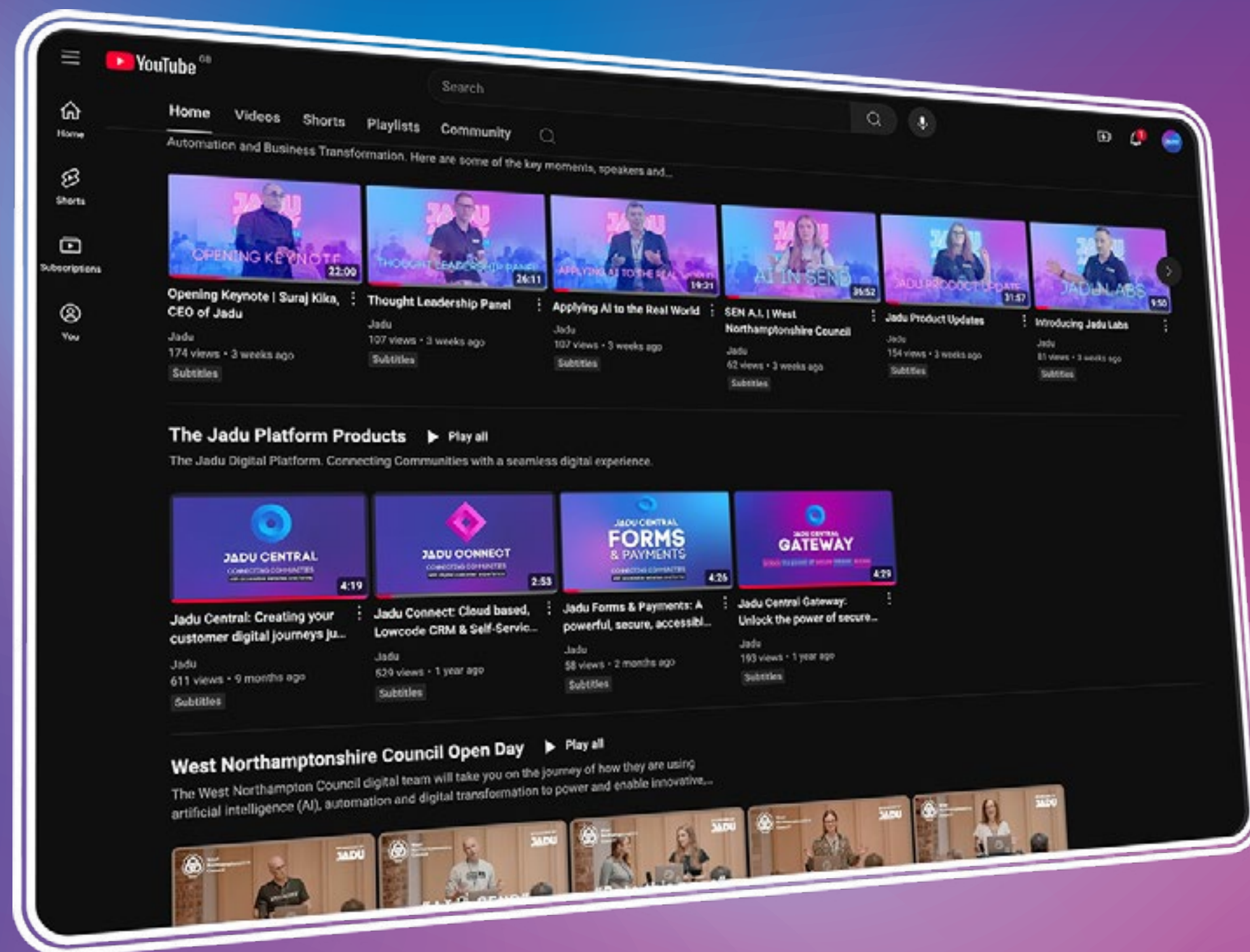
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