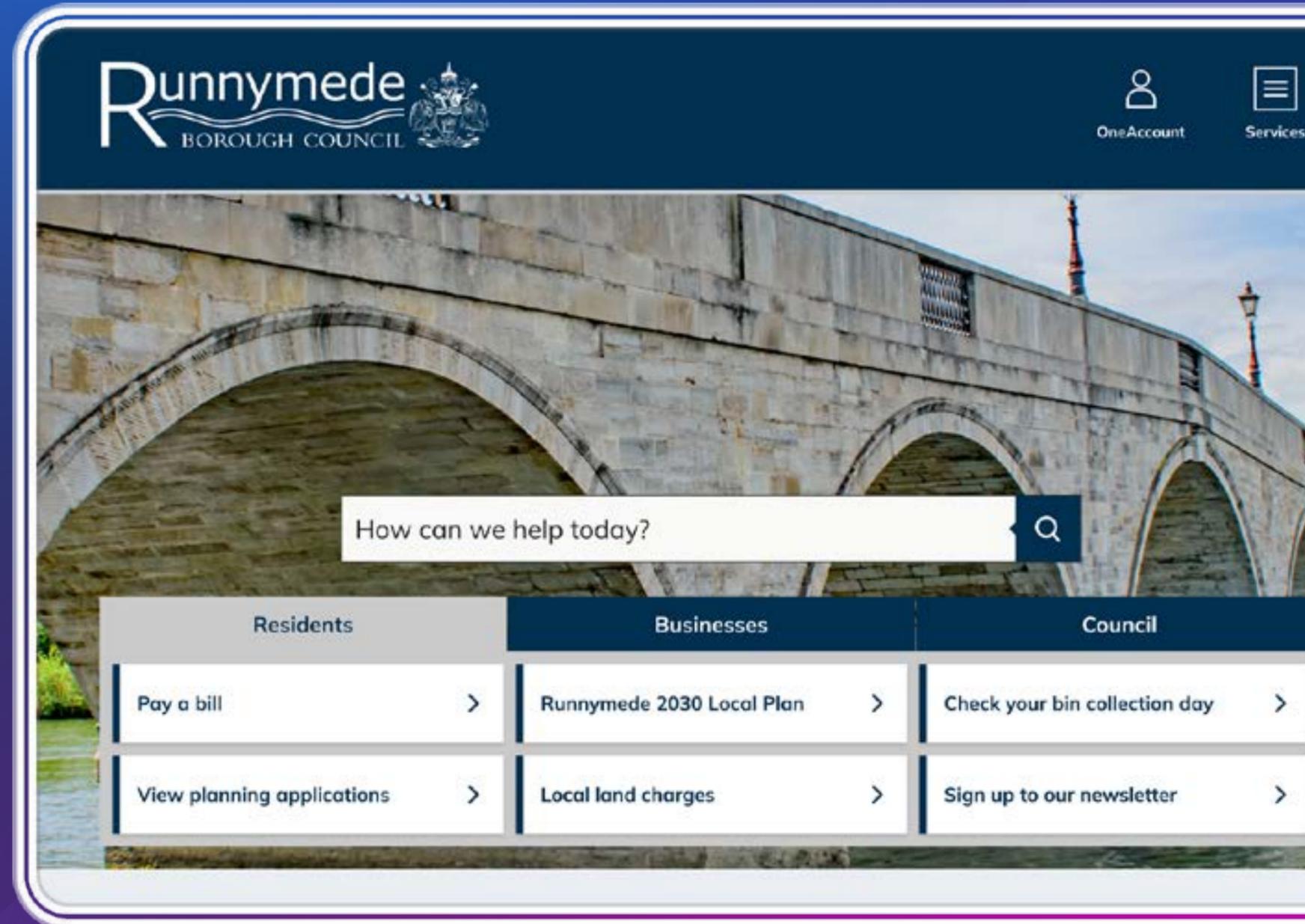




**EVERY CONTACT,
EVERY LOCATION:
Building the future of
online services and
reducing costs**

A Runnymede Borough
Council Case Study

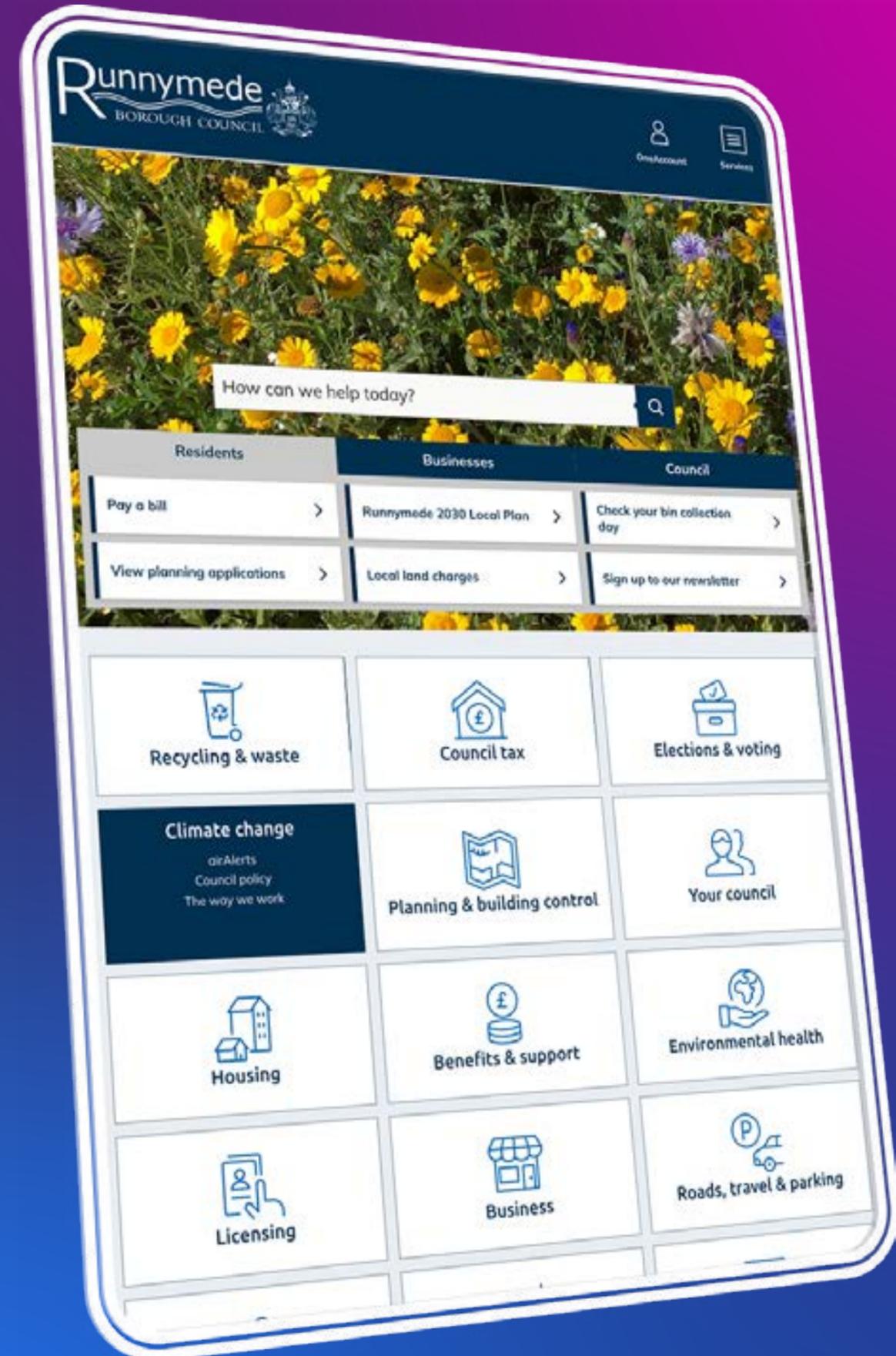


MEETING DIGITAL EXPECTATIONS

Citizens and customers have heightened digital expectations, whether buying a gift, organising their personal banking or ensuring they paid for a garden waste bin.

Local authorities have to meet the digital expectations of citizens with online services just as good as those offered by global online retailers or major banks. Since 2017, Runnymede Borough Council in Surrey has transformed both its customer services, but also internal operations with the implementation of the Jadu Digital Platform, which includes Jadu Central 2.0, the new Web Experience Management Platform from Jadu, and Jadu Connect, the market leader in cloud-based CRM in the Local Government Sector.

Runnymede Borough Council encompasses the towns of Addlestone, Chertsey and Egham as well as several surrounding villages, and is named after the water meadow where the Magna Carta was sealed in 1215 by King John.



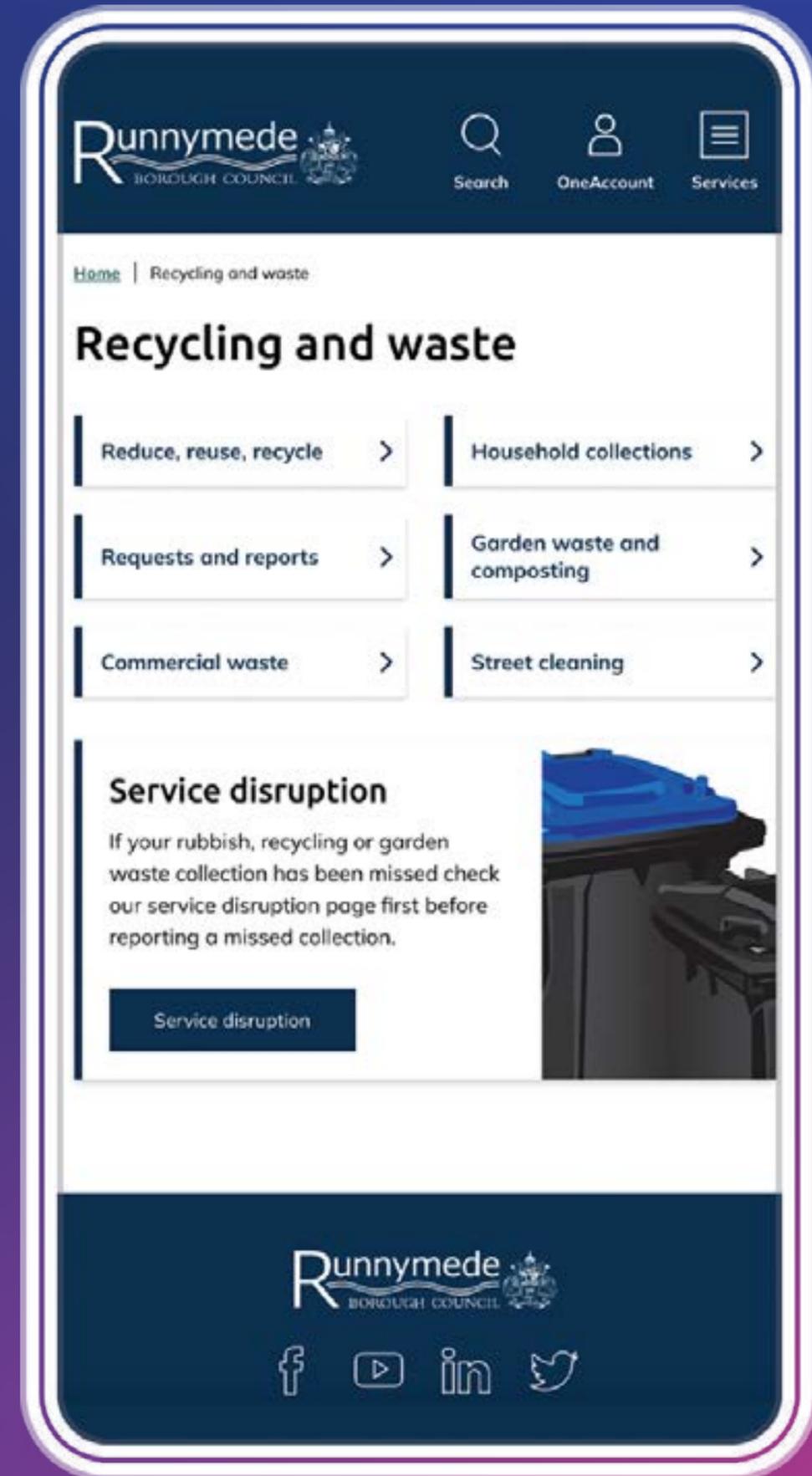
THE CHALLENGE

Runnymede Borough Council in Surrey realised that its existing technology could not meet the expectations of its citizens.

Under investment had led to processes and technology that created duplication, a slow response time to citizens and declining customer service. In addition, the Covid-19 pandemic increased the demand for online access to local authority services.

Linda Norman, Corporate Head of Customer, Digital & Collection Services at Runnymede Borough Council, took on the technology brief in 2019 as part of a strategy to improve customer services and the use of technology. The council's primary goal was to "make every contact count," ensuring a seamless and unified citizen experience online.

"More and more people want to report graffiti or fly tipping on their mobile phones; they don't want to wait for the council office to open," Linda Norman says. Citizens also expect the response they receive from the local authority to be digital. As a result, the council's leadership tasked the Runnymede Digital team with delivering £250,000 in annual savings and a major improvement in customer services.



THE SOLUTION

To improve customer services and cut costs, Linda Noman wrote a postcard from the future for her team and all members of Runnymede Borough Council.

This postcard depicted the calibre of outcomes that the local authority would be able to deliver with a joined-up set of digital services. “A picture conveys a thousand words,” she says. Runnymede Borough Council began a refresh of its technology stack, upgrading hardware and implementing the latest versions of the Microsoft and NEC (formerly known as Northgate Public Services) applications.

This programme replaced legacy technology from these existing suppliers to Runnymede Borough Council and delivered a better user experience to the staff of the local authority.

With the core technologies brought up to date, Runnymede Borough Council then focused on the citizen experience. In November 2020, Runnymede Borough Council selected the Jadu Digital Platform and completed the implementation within 10 months to create a fully digital platform that integrated

with the other technologies used by the local authority.

Easy integration and the ability to create a combined platform were essential criteria in the selection process for Runnymede Borough Council.

“It was a complex integration, and we completed it in-house with a team of three,” says Stephen Bowen, Head of Digital Innovation at Runnymede Borough Council.

Selecting Jadu also put Runnymede in control of its website content management for the first time.

The local authority had a shared content management system with a neighbouring local authority; this didn’t integrate in real-time with the other systems used by Runnymede. Having control of its web content management has led to Runnymede delivering excellent digital accessibility.

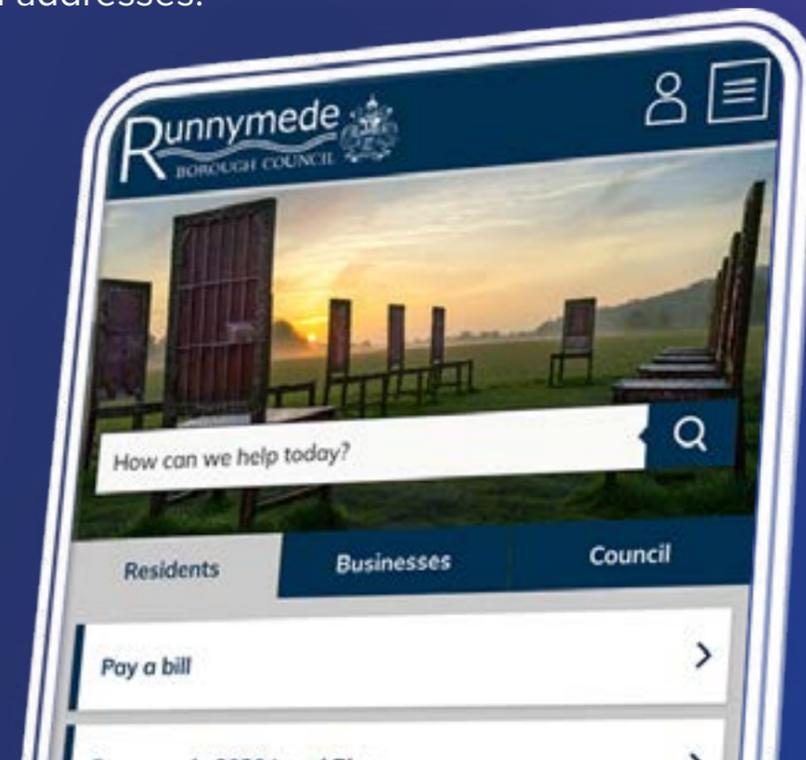
Independent digital accessibility experts Silktide has ranked Runnymede as the joint first position in accessibility for 13 consecutive months.

With the Jadu Digital Platform, Runnymede Borough Council has been able to simplify and improve its customer service. “When we looked at our old website, we had 21 email addresses.

“The public didn’t have a chance, and we didn’t have the mechanisms in place to work collaboratively. What we want is for the customer to have a single view of the council,” Linda Norman says of the need for an integrated system that enables every contact to count.

Today Runnymede Borough Council has 1500 web pages and 150 forms on a single platform, delivering a significantly better service to residents.

Runnymede also integrated its telephony and CRM with the Jadu Digital Platform, connecting all channels, benefiting citizens and customer service representatives.



THE RESULT



Runnymede Borough Council is today meeting the digital expectations of its citizens. In just 10 months, the local authority has gone from outdated systems and processes to a new website, the launch of OneAccount, payments and customer services platforms.

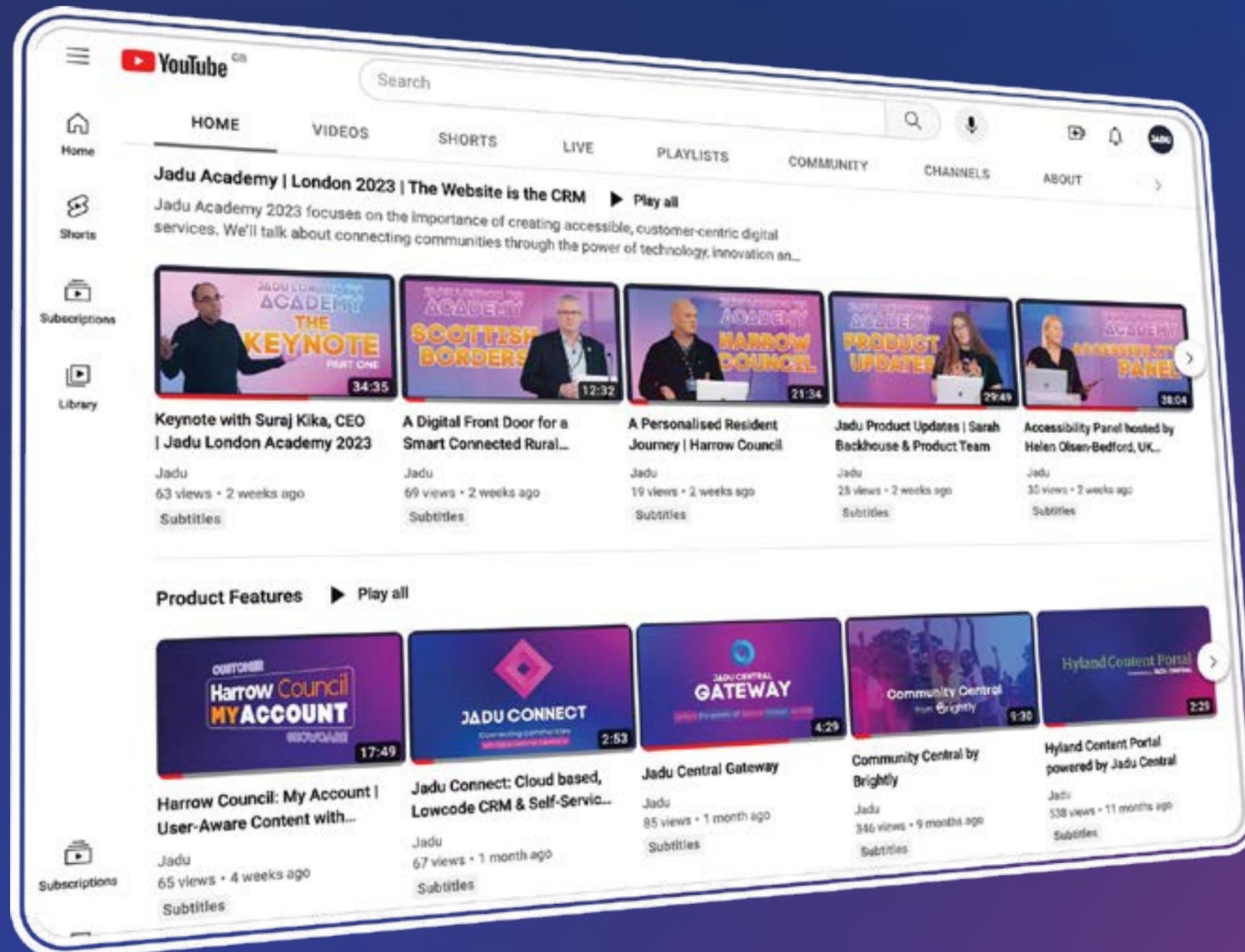
Together these technology advances have delivered significant revenue, savings and customer service benefits.

The Jadu Digital Platform has delivered £14 million in revenue for the council since August 2021. A particular example is in garden waste bin services, which has seen over 80% of subscribers resubscribe online and select direct debit payments.

This has eradicated a complex system of allocation, missed bin collections, reminders and citizens calling the local authority.

The implementation of a reporting hub using Jadu Connect and open source technology is delivering business process savings of £190,000 in cost avoidance across the local authority.

These savings have been reinvested into yet further improvements in the local authority, which has kept budgets from increasing.



JADU

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