

Responsive Digital Services

Providing the access for user-focussed online experiences using behavioural design, portals and multi-channel digital interfaces.



90% of consumers now expect to be able to use an online portal for customer service, with two-thirds using multiple channels to make contact. With customers demonstrating an increasing desire to self-serve, organisations need to create intuitive services that users can access via the web and from their mobile devices. To deliver compelling experiences for customers, organisations have to understand user needs, keep pace with evolving technology, and deploy new services quickly and efficiently.

Civica's Responsive Digital Services can help you to meet those expectations by designing and building responsive online services across mobile and web channels. Our agile and proven approach, can develop new digital services, or modernise an existing one to extend its life.

User-centric design services

Our user research (UR) and user experience (UX) teams will work with you to put users at the centre of the design and build process. We conduct workshops and interviews to understand user needs, define user journeys, and prototype designs. Our consultants use established standards, including responsive design, to develop excellent, accessible experiences for users across channels.

Customer portals and mobile solutions

Services we design deliver a high-quality user experience across web and mobile, and increase operational efficiency for your organisation. These can include:

- Reduced cost to serve by moving service users from face-to-face and telephone engagements to lower-cost digital interactions
- Smaller admin burden as your teams depend less on manual processes and no longer have to re-key information captured on paper
- Smoother business processes through integration of apps and portals with your back-end systems.

GDS-compliant digital services

We develop Responsive Digital Services for government departments and other public sector organisations that comply with the Government Digital Service (GDS) Service Standard, and meet web accessibility (WCAG) and National Cyber Security Centre (NCSC) guidelines.

Benefits

- Customer satisfaction
- Reduce the cost to serve
- Smoother business operations

Our agile delivery approach incorporates the GDS Service Standard to achieve compliance. We can deliver outcomes for any combination of Discovery, Alpha, Beta and Live services. Using our public-facing platform for digital services, we fast-track service creation and deployment through the use of accelerators and pre-built publicly available components, such as GOV.UK Notify, GOV.UK Pay, and GOV.UK PaaS.

Our customers

Civica has over years 25 years of experience delivering **Responsive Digital Services** for government departments, agencies, local authorities and clients across financial services and transport sectors.

*Microsoft, Global State of Multichannel Customer Service



Why Civica

- We're experienced developers of award-winning apps and portals for both government and enterprise customers
- Our specialist teams provide the right scale and combination of expertise to suit any project or budget requirements
- We are a certified partner of both Microsoft Azure and AWS
- Our certified UR/UX practitioners have the necessary skills to fully understand your user's needs and design optimal experiences
- Our agile development process and platform are designed to accelerate and de-risk delivery
- Our teams and processes deliver GDS-compliant services, with security-cleared personnel and government-approved facilities suitable for SECRET projects and above
- Our change management consultants support you on every step of your digital transformation initiative.

Our approach

Discover - We identify the problem to be solved by engaging with service users to understand their needs, the context and the environment within which they require services. We then actively seek out unknowns and identify the constraints on any solution.

Prototype - We rapidly iterate multiple potential solutions around user needs, and test options against the service users. The feedback refines low and high fidelity prototypes, ending with a working end-to-end user journey. We test the most difficult or unknown technical challenges to provide confidence in the final design.

Build - Our Agile approach to build and delivery uses DevOps principles, CI/CD pipelines and cloud services. Validated by users, we release a minimum viable product as early as possible, and enhance after real-world feedback. Where applicable, accelerators help provide cost and time savings with the flexibility of a fully bespoke solution.

Accelerating DVA's online licences

Delivering a Driver Licensing Online System to the Driver & Vehicle Agency. Helping to reduce the manual handling demands on the Driver Licensing teams. [Read the full story here](#). The system provides online digital applications, automated application receipts, digital payment processing and fast track processing, enabling:

- Improved driving license renewal experience for thousands of Northern Ireland drivers
- Reduced driving license renewal processing time by over 45%
- Improved accuracy and completeness of driver licensing information.

A national system for Environment Agency

Civica designed a state-of-the-art new online system to handle waste transfer notes helping to reduce the administrative burden.

This includes completing 25 million waste transfer-notes each year, minimise paper storage requirements and improve the quality of waste.

[Read the full story here](#). DVA have now:

- Saved **£12m annually** for UK businesses
- Saved **£1m** to the government
- Migrated **80%** of waste transfer notes to completed online.

Benefits of Responsive Digital Services

- Reduce the cost to serve by shifting customer interactions to digital channels
- Allow customers to self-serve, anytime, anywhere, from any device
- Deploy apps and portals that comply with accessibility guidelines and best practice
- Improve agility by enabling rapid, efficient change as your business and user needs evolve
- Shorten service fulfilment and delivery times by digitising the user journey
- Increase revenues by making it easier for customers to transact with your organisation
- Ensure delivery of public sector digital services that comply with the GDS Service Standard.

Find out more

To find out more about how our **Responsive Digital Services** can help you transform your organisation, visit us online or contact us today.