Digital Strategy Template



Digital Strategy Template

WHY

Agency mission and vision

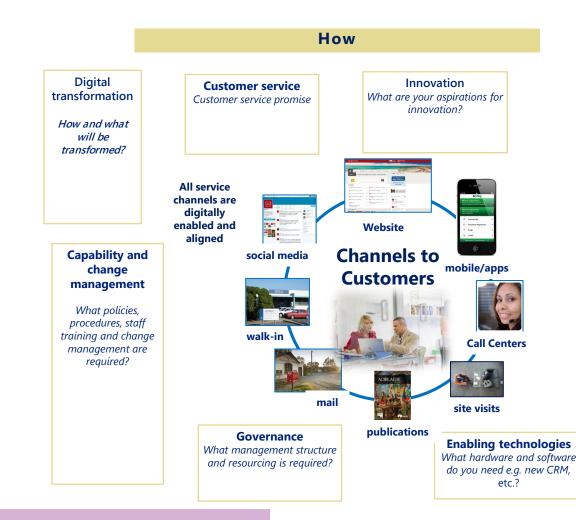
Insert here your mission statement, strategic intent, service charter etc

WHAT

What is the Strategy

Insert here the

- purpose of the Digital Strategy
- guiding principles
- defining characteristics



Better... eg

Benefits

 û customer experience
 û education and advice that is easy to
 find, understand and act on
 û understanding of customers and the
 changing workplace
 û consistency of service delivery

More... eg

 ¹ customers self-serving
 ¹ time for Agency staff to provide quality
 service due to less time doing admin
 ¹ customers acting as our advocates
 ¹ services tailored to customer needs
 ¹ collaboration across Agency in devising
 and delivering services to customers
 ¹

Shorter... eg

 time finding the right answers and responding to customer queries
 Face-to-face time with customers because they are assisted by digital technologies
 time to determine a customer's issue

Reduced... eg

 Fed-tape and barriers to customers doing business with us
 cost to serve
 number of customers visiting us
 time spent by our staff on administrative tasks

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