



ORACLE[®]

e-Services as a Means to Transform Government *The UK Experience*

Ian White
Business Development Director
Oracle Public Sector

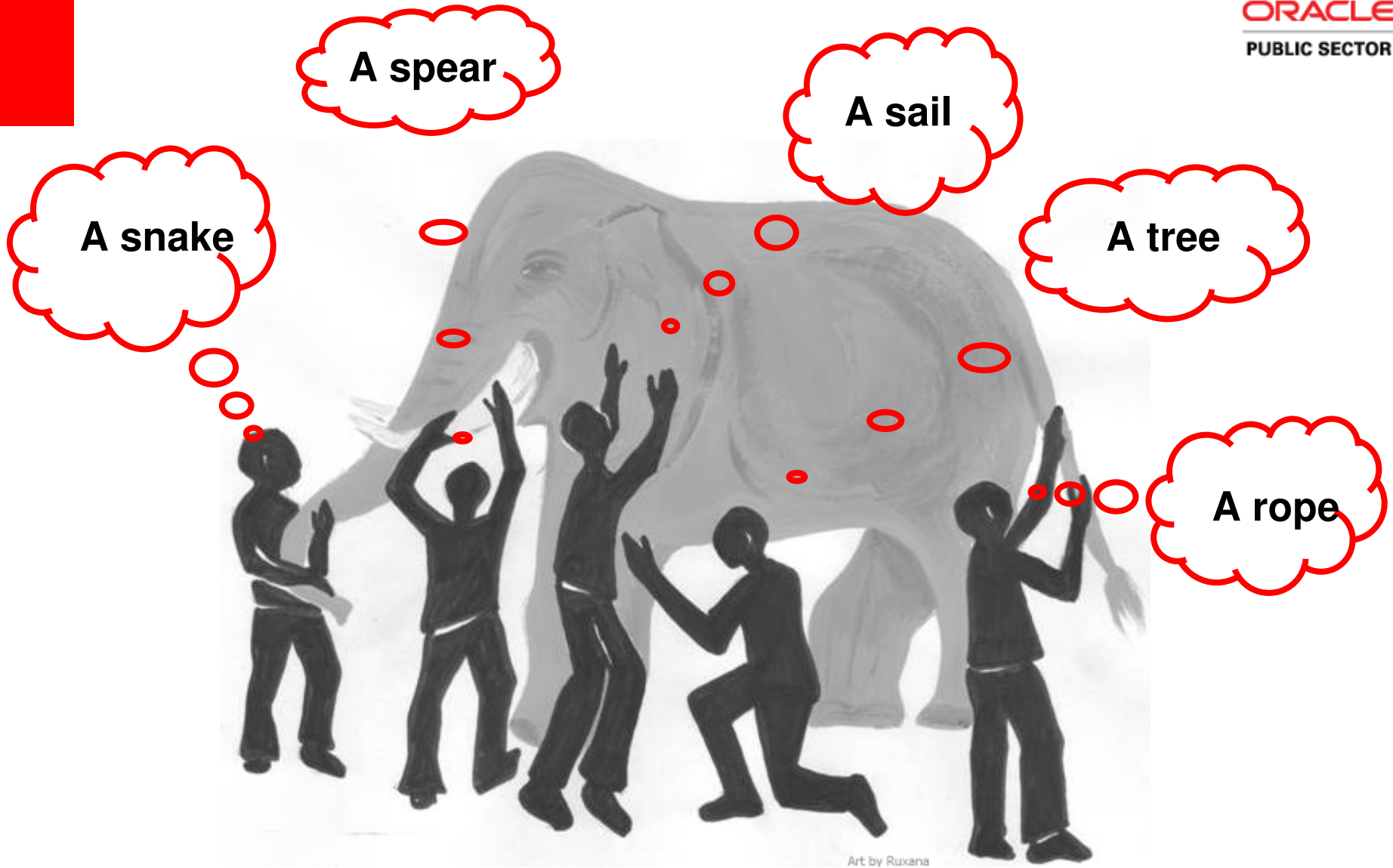
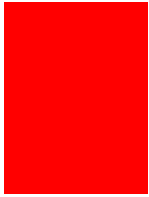


Agenda

- The Different Views of e-Services
- UK Government: Achievements to Date
- Contact Centres
- Some of the Challenges
- Governance

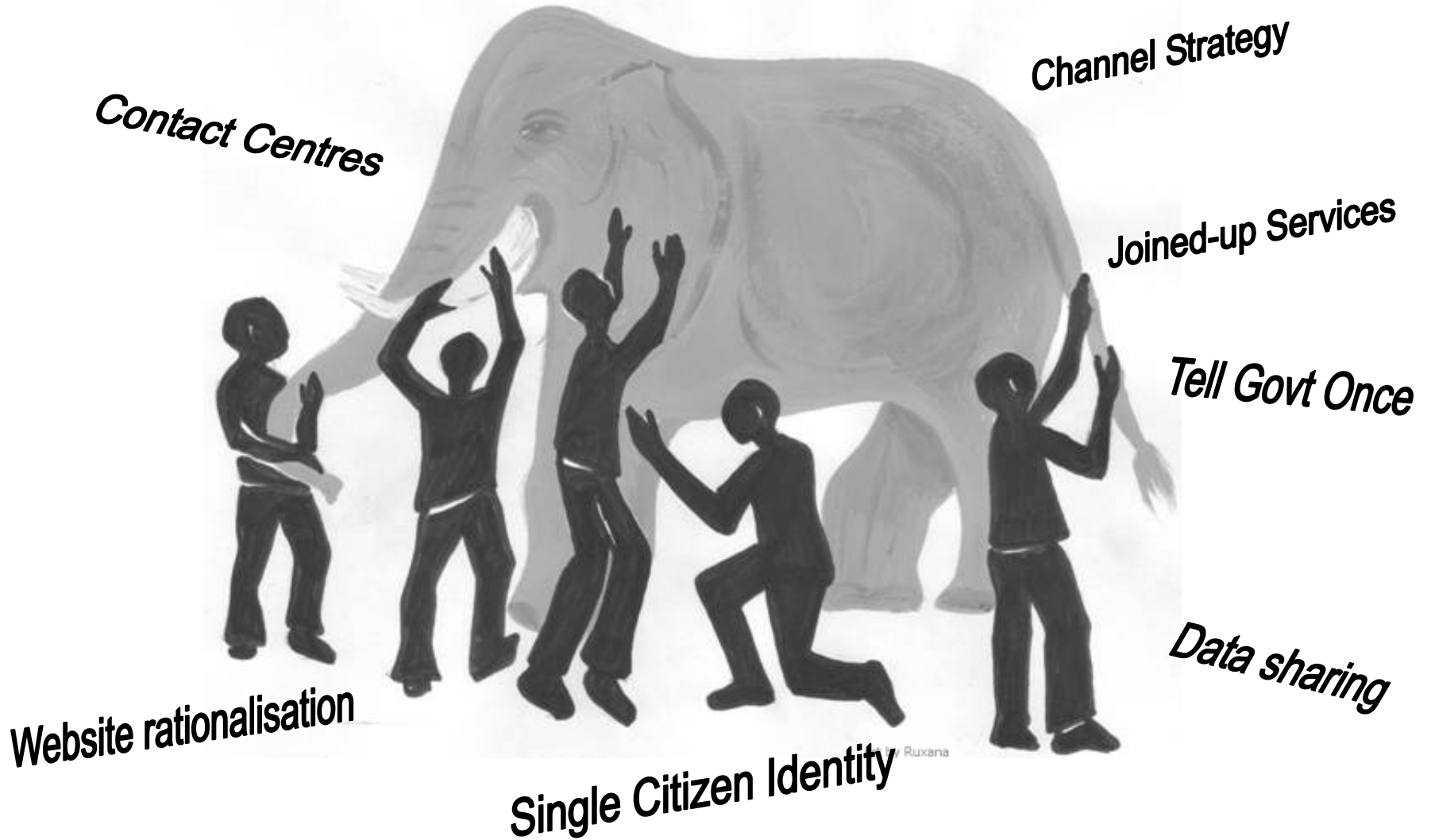
The Blind Men and the Elephant



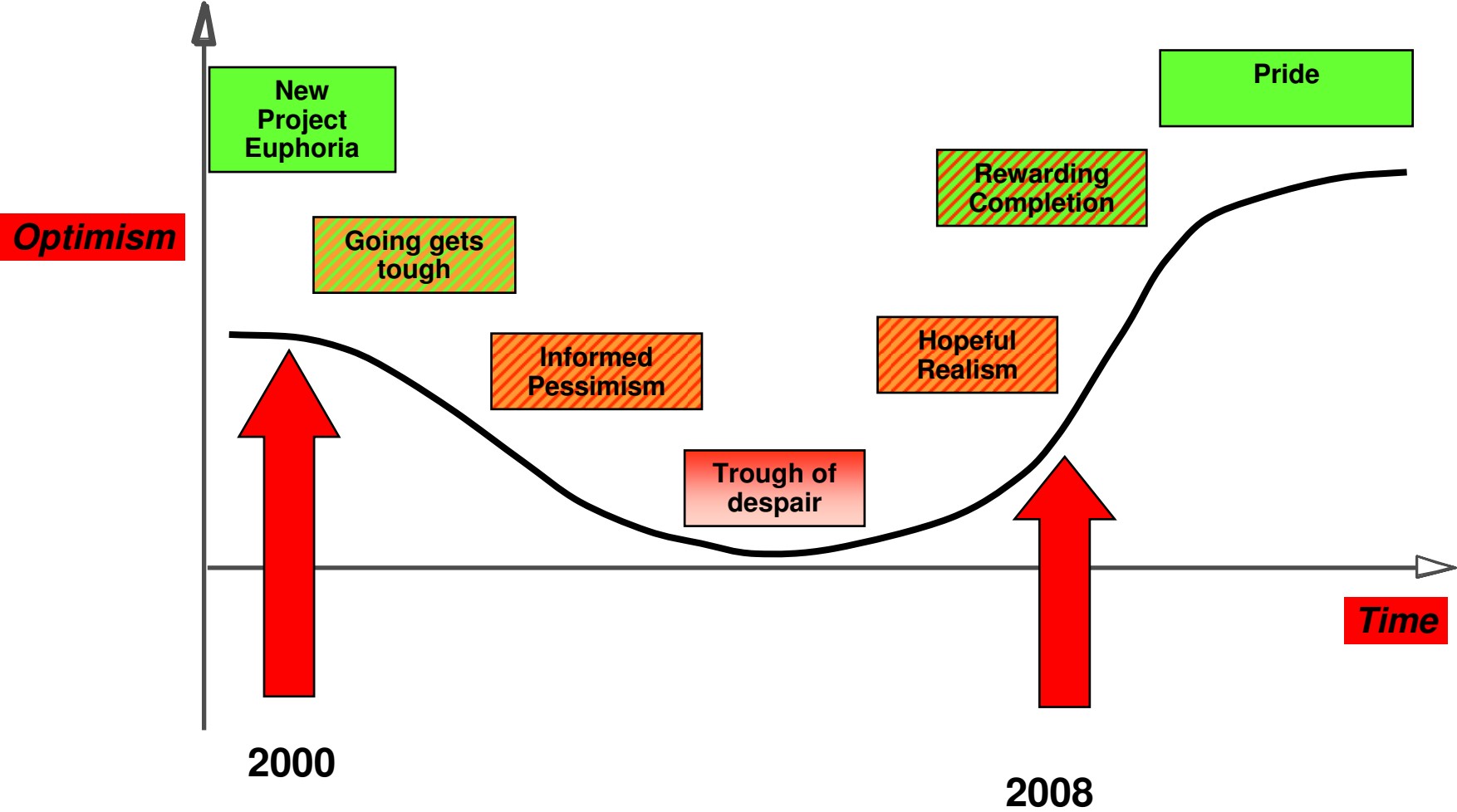


Art by Ruxana

The Elephant of e-Services



The UK Story So Far





 HM Government

Transformational Government – our progress in 2007

Delivering better, more efficient services for everyone

Latest Annual Report



The 3 Key Government Ministries

in implementing e-services

- For citizens: Dept for Work & Pensions (DWP)
 - Employment
 - Social Security Benefits
 - Pensions
- For citizens: Home Office (Ministry of the Interior)
 - Passports
 - Identity cards
- For businesses: Her Majesty's Revenue & Customs (HMRC)
 - Corporate taxation
 - Customs
 - Other national revenues
 - Income tax

Achievements (1)

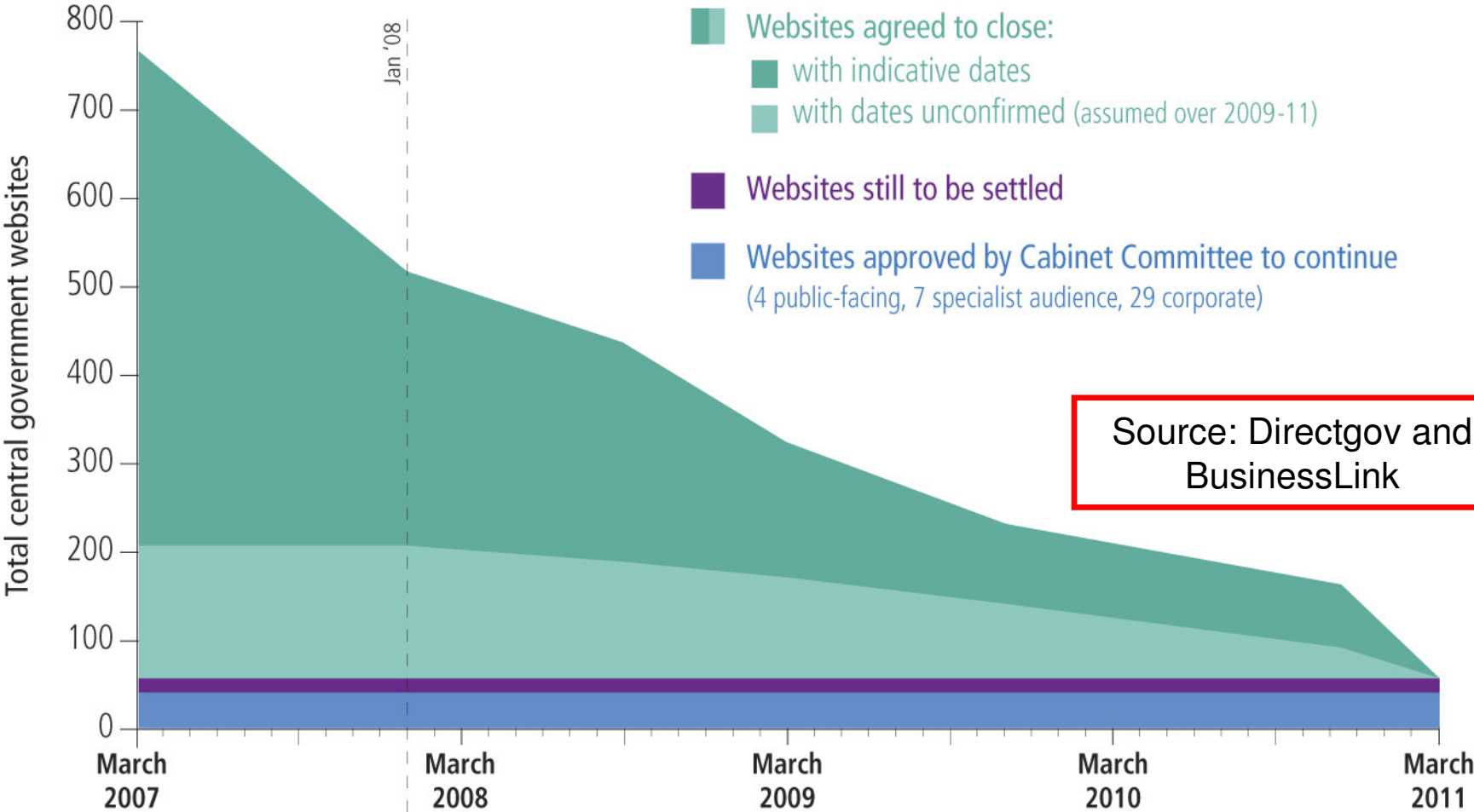
- For both citizens and businesses
 - Programme to rationalise and improve the >700 Government Contact Centres
 - **Over 70% of UK citizens use the phone** to call public services – the highest percentage in Europe
 - Too many calls are “Avoidable” – they deliver no value to either party
 - Aim to halve by April 2011
 - Programme to rationalise & reduce the number of Government websites
 - Aim to migrate 95% by April 2011

Achievements (2)

- **For citizens**
 - Focus services in DWP
 - Single portal: **Directgov**
 - Single authentication process: Government Gateway
 - Set up National Identity Register
 - Biographical data from DWP
 - Biometric data from Passports
- **For businesses:**
 - Focus services in HMRC
 - Single portal: **Businesslink**
 - UK 1st country in the world to accept e-Accounts from Companies

Central government website rationalisation


(position at January 2008)




Directgov - the official government website for citizens

Easy access to the public services you use and the information you need, delivered by the UK government


**Find it, pay it,
book it.** 
Do it online.



Icesave, Heritable and Kaupthing Edge
Action to protect savers in three Icelandic banks



Connect to your council
Hundreds of council services just a mouse click away



Support in major incidents
For people coping with the aftermath of a major incident

Straight to...

Education and learning

Learning at 14-19, EMA, University and higher education, Student loans, Adult learning, Careers advice...

Home and community

Buying, selling & renting, Flooding, Council Tax, Social housing, Planning, Neighbourhood, Volunteering...

Money, tax and benefits

Benefits, Taxes, Benefits adviser, Tax credits, Pensions, Debt, Managing money...

Travel and transport

Journey planner, Passports, Highway Code, Free travel, Roadworks, Public transport...

Crime, justice and the law

Judicial system, Neighbourhood Policing, Becoming a magistrate, Anti-social behaviour...

Motoring

Driver licensing, Learners and driving tests, Buy or sell a vehicle, Taxing and MOT, Online services...

Employment

Flexible working, Employment terms and conditions, Redundancy, Pay, Work and families...

Health and well-being

Medical records, Health services, Smoking, NHS Direct, Emergencies, Flu, Pharmacies...

Environment and greener living


ACT ON CO2, Recycling, Energy saving, Greener home, Greener shopping: a quick guide, Travel...

Government, citizens and rights

Guide to government, Death, Data and ID theft, Consumer rights, Voting, Complaints, Life in the UK...


People

Young people




Your spare time, Your career, Your health, Your money...

Parents




Having a baby, Childcare, Schools, Money support for parents, Maternity...

Disabled people




Rights, Home, Disability Living Allowance, Work, Money, Blue badge...

Over 50s




Working, Learning, Retirement and pensions, Health...

Britons living abroad



Moving and working abroad, Health abroad...

Caring for someone



Carer's Allowance, Support, Working and caring...

Local services

- ▶ Find your council (England)
- ▶ Hundreds of local services online
- ▶ Find out school term dates
- ▶ Report dumped rubbish

In the news

- ▶ Plan your next holiday with care
- ▶ Ministerial reshuffle announced
- ▶ Financial support to the banking industry
- ▶ Savings guarantee is increased to £50,000
- ▶ Public ownership of...



Practical advice for business

Your account

- ➔ Register now
- ➔ Log in

- Starting up
- Finance and grants
- Taxes, returns & payroll
- Employing people
- Health, safety, premises
- Environment & efficiency
- Exploit your ideas
- IT & e-commerce
- Sales and marketing
- International trade
- Grow your business
- Buy or sell a business
- Your type of business
Regulations, licences and contacts specific to your business area

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Postcode



Are you a Tax agent, accountant or adviser?

Get all the info you'll need to enable you to act on your clients' behalf with HMRC



Importance of environmental issues to your business

This guide explains how the right approach to environmental issues can make your business greener

➔ [What's new](#)

My Business

Register now or log in for online services such as self-assessment and PAYE, personalised interactive tools and email alerts

- ➔ Transactions & forms
- ➔ Regulations & compliance
- ➔ Business support tools
- ➔ [Go to My Business](#)
- ➔ [Log in](#)

Do it online

- ➔ Self Assessment Online
- ➔ [View all services](#)

Directories

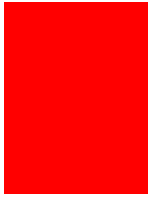
- ➔ Events
- ➔ Case studies
- ➔ [View all directories](#)

Portal usage is increasing

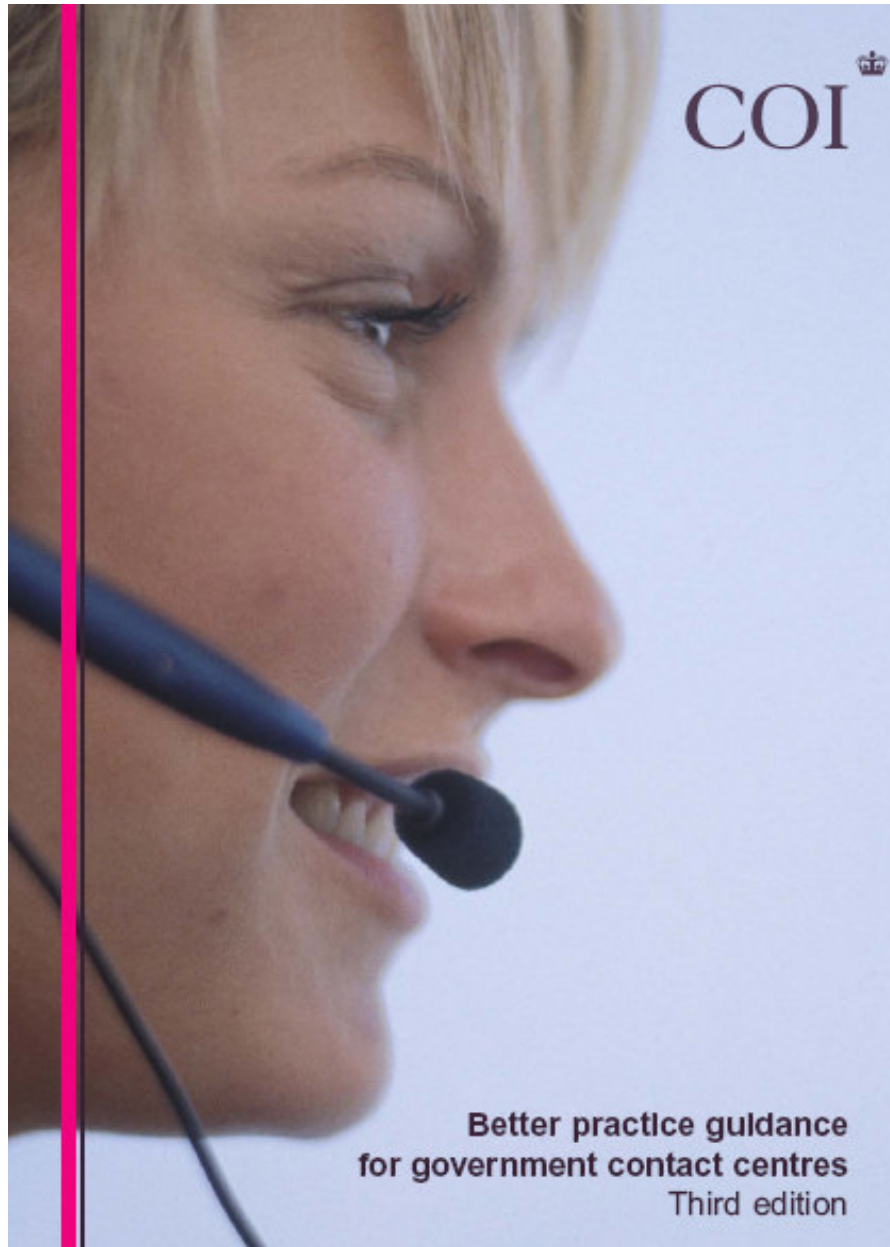
Total visits per year (in millions)



*target figure only (likely to be exceeded since visits running at 115% of target, as of end October '07)



Government Guidance on Good Practice in Contact Centres





Characteristics of Excellent Contact

- Each contact is easy
- Each contact fulfils a need
- Each contact is valuable
- Each contact complies with policy
- Government is a trusted point of contact
- Government knows its customer

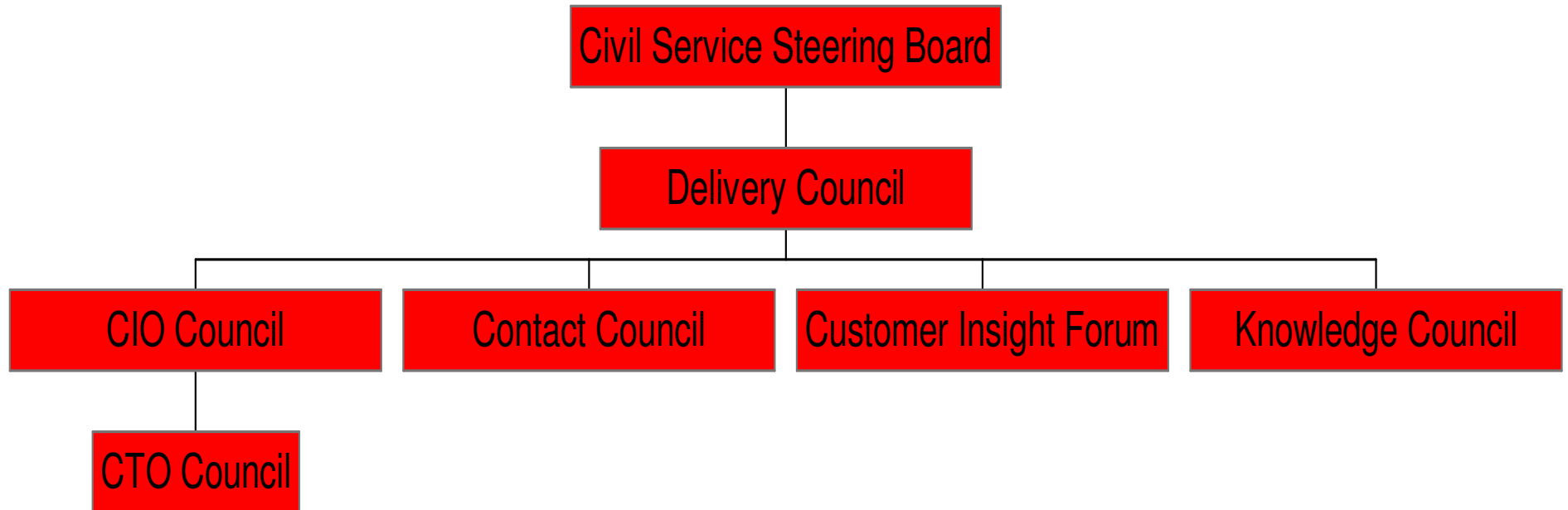
CRM Systems: a Quotation.....

- **Good customer relationship management (CRM)** is not just a system. It is a **management philosophy** that looks at what data/information you have on the citizen, how this can be analysed and how it can be acted upon to develop the 'business rules' for longer-term communication strategies that service the citizen.
- This **analytical CRM element** should not be confused with the **operational CRM engines** that act as enablers to such service programmes. Many organisations have found to their cost that implementing a CRM system alone does not enhance customer experience.
- A true CRM system is designed to support the collection and analysis of **customer-relevant information** and make it **available to the appropriate people within the organisation across all channels**. CRM systems aim to deliver a single, integrated view of the customer, which allows customer contact rules to be developed that can trigger event-based specific strategies for servicing customers.

Some of the Challenges

- Making a new profession of Contact Management
 - Contact Directors
 - Accreditation of contact centres
 - Better CRM systems
 - Putting performance measurement in place
- Working across organisational boundaries
 - Data sharing
 - Security of personal data
 - Joined-up business processes
- Involving the wider public sector
 - Joining-up Central and Local Government
- Making the Governance arrangements effective

Governance Framework



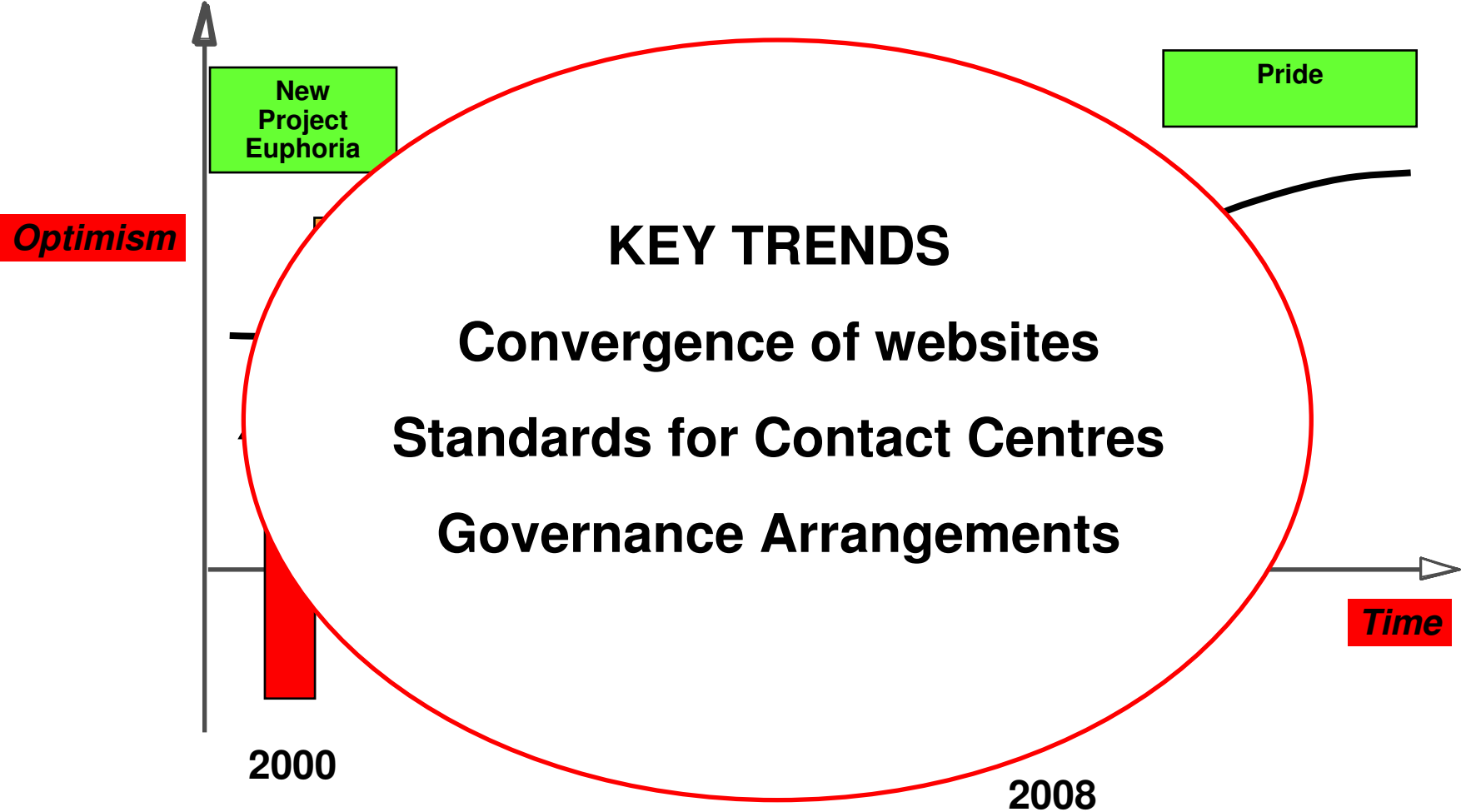
Only put in place in 2006



Governance Objectives *for e-services*

- Improving public trust in Government
- Separation of duties to prevent fraud
- Controlling access to personal data
- Keeping personal data secure

The UK Story So Far





Q U E S T I O N S
A N S W E R S