

# 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

## How

### Digital transformation

*How and what will be transformed?*

### Customer service

*Customer service promise*

### Innovation

*What are your aspirations for innovation?*

All service channels are digitally enabled and aligned



### Capability and change management

*What policies, procedures, staff training and change management are required?*

### Governance

*What management structure and resourcing is required?*

### Enabling technologies

*What hardware and software do you need e.g. new CRM, etc.?*

## Benefits

### Better... eg

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

### More... eg

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

### 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

- ↓ red-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