

JADU

**SAVING OVER £170M
ACROSS THE COUNCIL
BY REIMAGINING
PUBLIC SERVICES**

A Wigan Council Case Study

Wigan 
Council

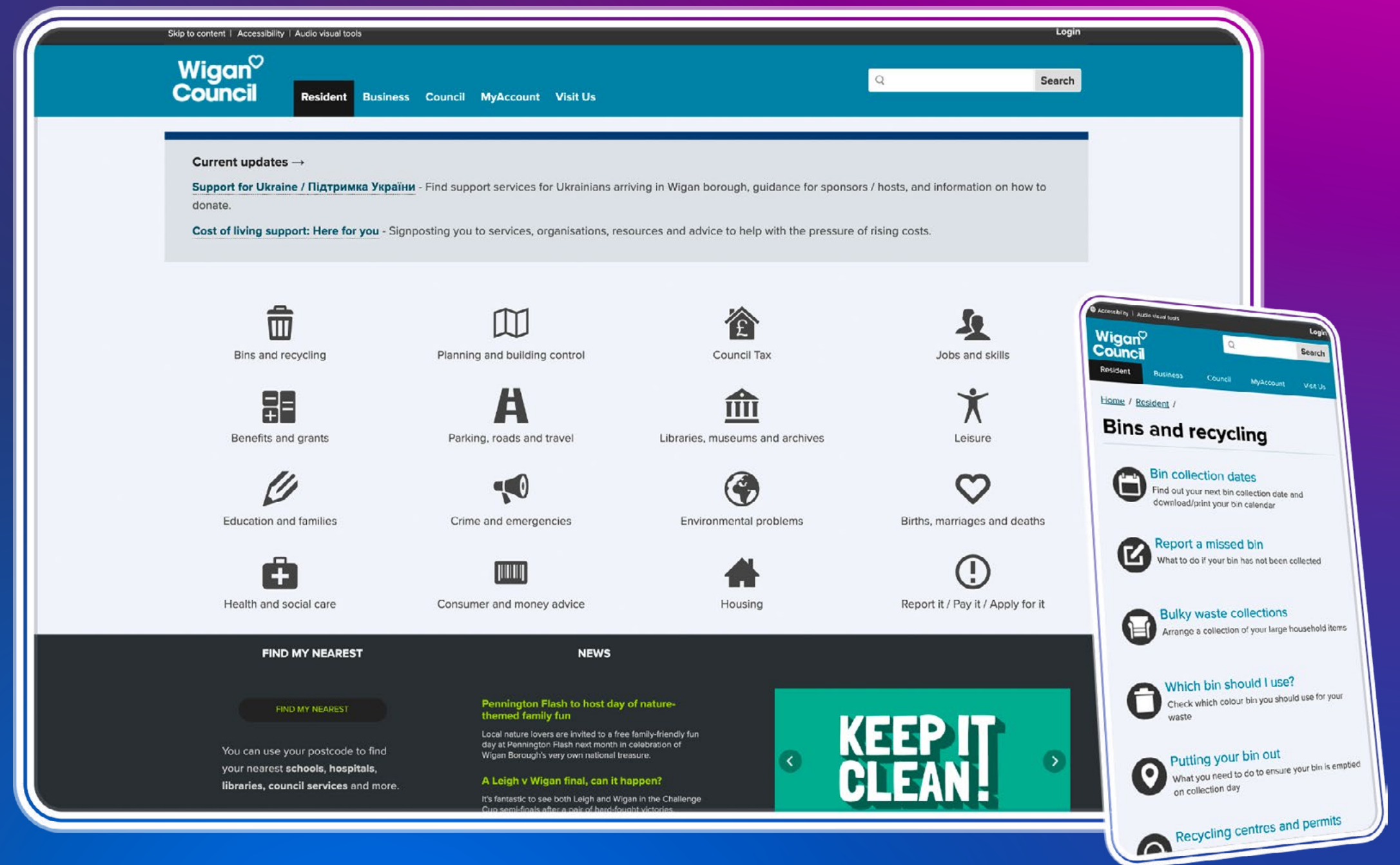
"THE DEAL"

Wigan Council has been at the forefront of public service reform and digital transformation.

Through its digital strategy and 'The Deal', the council is fundamentally changing how public services work in collaboration with its citizens and stakeholders.

Transforming through digital, data and technology using the Jadu Digital Platform Lite has been a key pillar in this reform journey with this re-imagining of public services, **saving a huge £170M in the budget to date.**

The council is now delivering a better online experience for the community and enhancing human connection.



KEY FIGURES

Savings of

£170M

across the council
to date.

70%

of customer
interactions now
take place digitally.

£100K

savings per year for
'Highways' service
alone.

50%

reduction in members
bypassing 'Member
Enquiries'.

Innovation award
nominations
including for the
[Highways](#)
[Customer](#)
[Engagement](#)
[Transformation](#)
[Project](#).

THE CHALLENGES

Wigan Council delivers over 700 different services to its community and before partnering with Jadu, the council faced several challenges when delivering digital services.

The council's existing systems such as its online forms, case management and asset management systems were siloed, making it challenging to manage workflows and share data across departments as well as feed information to front-line service areas.

This led to inefficiencies and a lack of visibility into the council's operations, as well as a disjointed customer experience online. The council wanted to make all of its services accessible through one single point of access.

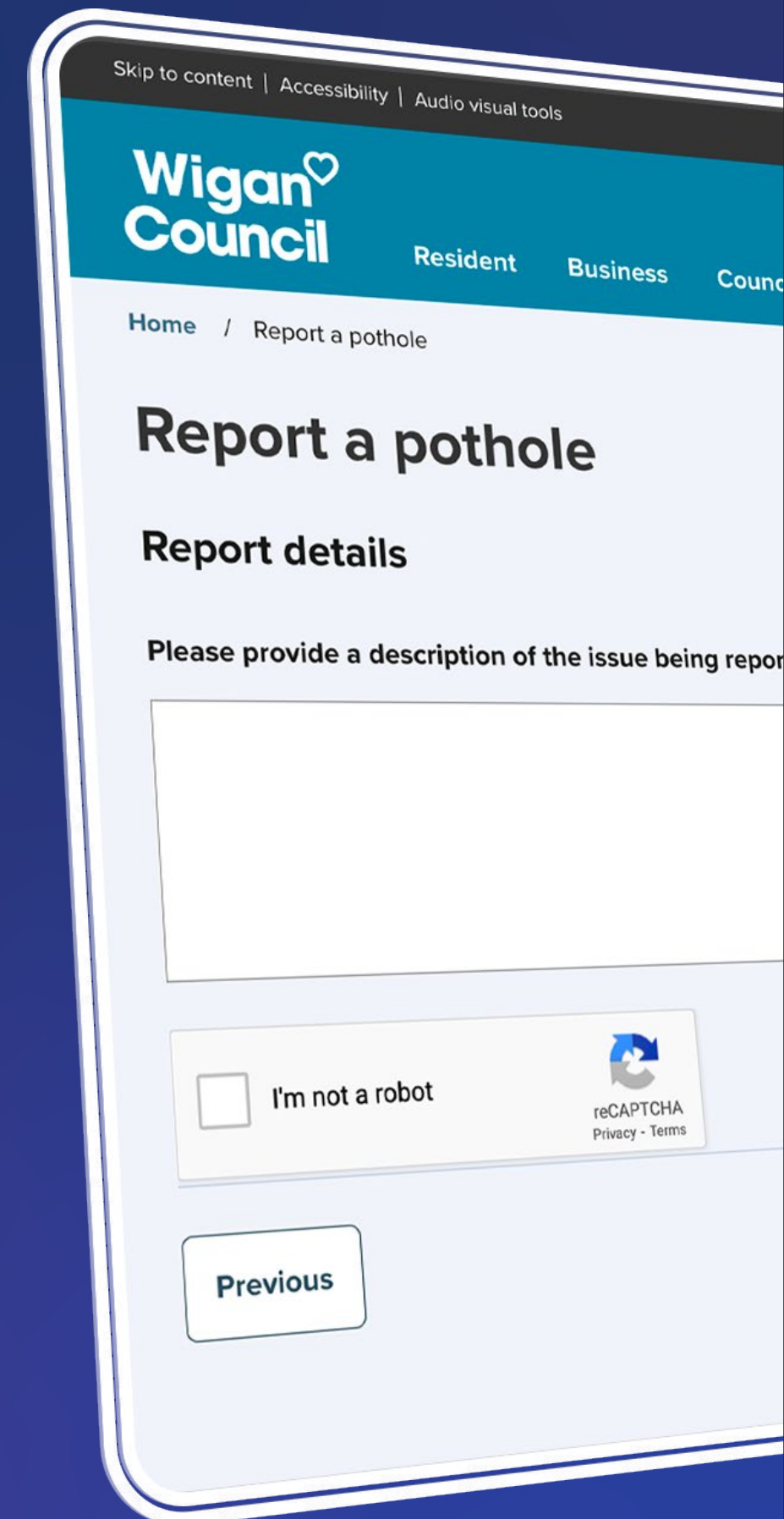
Additionally, the council's digital services were not user-friendly, with confusing interfaces and limited functionality. This made it difficult for residents to interact with the council online, leading to frustration and low engagement with important public services.

Wigan needed to reimagine how public services worked and its relationship with the community to build better connections and streamline services both internally and externally.

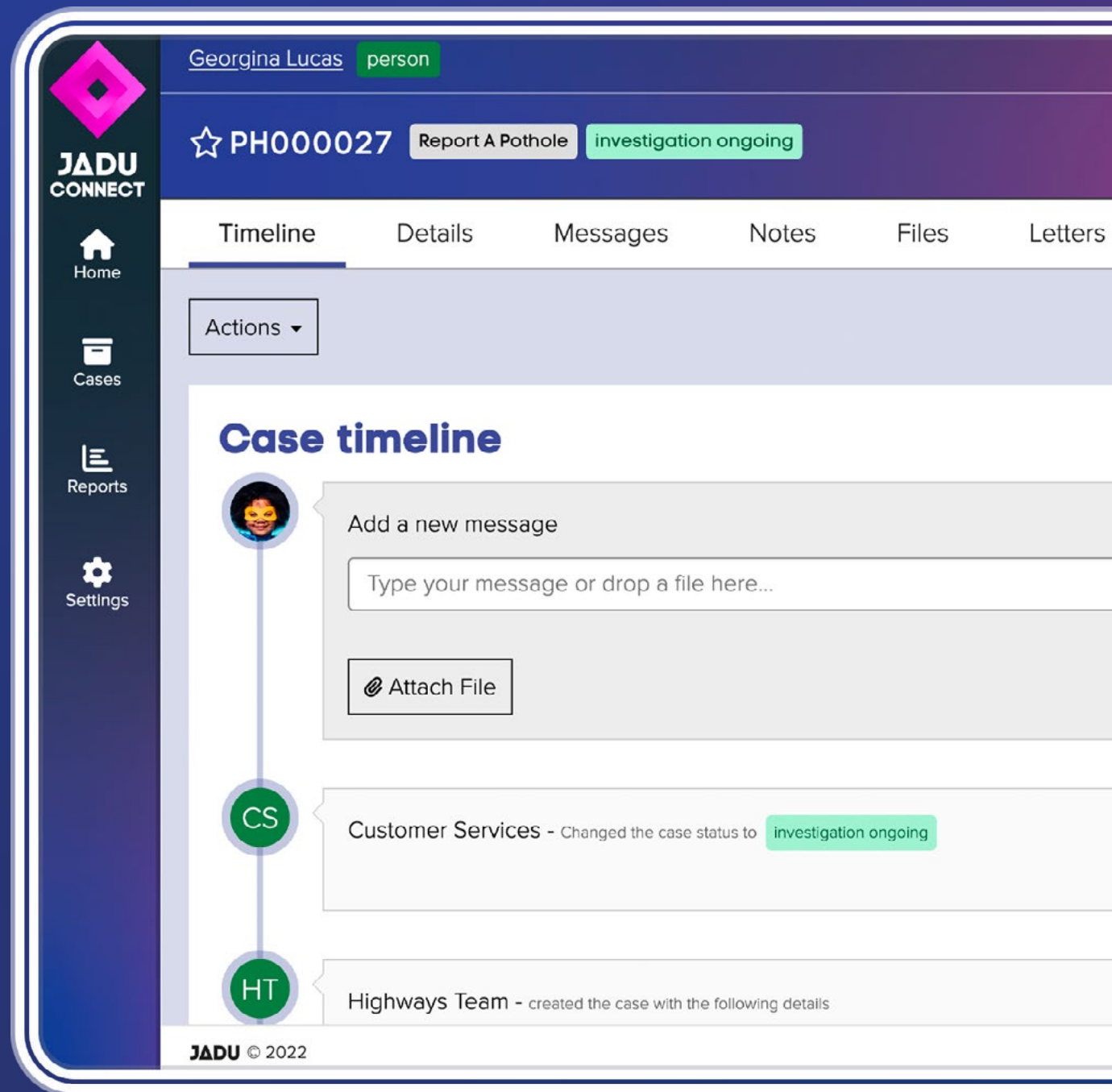
The council's Highways services receive one of the highest levels of contact from residents, with over 15,000 enquiries each year. The process to manage these services was very manual, with residents needing to call the contact centre, or add their enquiry details to a webform email which was received in back-office mailboxes.

Each enquiry was manually triaged and dealt with by updating the resident via a phone call, costing approximately £7 per service enquiry.

Therefore, this service needed to be a priority when moving to a new CRM and forms system.



THE SOLUTION



As part of the council's digital strategy 'The Deal', Wigan corporately procured and implemented Jadu's low-code Digital Platform Lite (Jadu MyAccount, Forms, and CRM), which allowed them to quickly and easily build new digital services, processes and workflows which provide a true end-to-end digital journey.

The platform also enabled the council to innovate and integrate its various systems and data sources through a single point of access, creating more efficient, accessible and streamlined operations.

This included integration with the council's legacy asset management system, 'Mayrise' which it used for its Highways service, a service which was a high priority for the Wigan team to migrate to Jadu first.

It was stated by the asset management provider that integration with the legacy system would be 'unachievable' but using their in-house development skills, and the Jadu Digital Platform Lite, the integration was delivered and forms and workflows created to automate services and save time and money in the process.

The flexibility Jadu provides, was a key factor when procuring the platform to enable Wigan to design digital services from residents point of view, put humans at the centre of the work (a huge part of Wigan's strategy), and be agile in the way they deliver digital services.

The council needed it to manage all services and environmental issues, and be flexible in its approach; from highways, flytipping, to housing (such as damp and mould issues), to member enquiries - and more.

The digital support service needed to be managed through the new solution, including matching digitally excluded residents to a digital volunteer.

The Jadu platform allows the council to create user-friendly, accessible interfaces for its digital services, improving the online customer experience.

Residents, officers and the council would benefit from the improvement of business workflows to achieve a reduction in duplication of handling the same enquiries, dealing with customer contact, back-office chase ups and improve the ability to better inform customers on dealing with their enquiry.

Jadu provides a range of features, including deep integration capabilities,

forms, payments, and personalisation opportunities, making it easier for residents to interact with the council online.

With no in-house developers, the Wigan team were able to adapt to change and use low-code technology to enable digital transformation.



THE RESULTS

One of the first services Wigan migrated to Jadu was Highways, and the council has seen improved efficiencies and now saves £100K per year based on the estimated 15,000 enquiries for the service.

The cost of dealing with a Highways service enquiry has gone from £7.00 to £0.50 - a saving of £6.50 per enquiry by moving to Jadu.

'Members Enquiries' was another of the first services to be migrated, which has seen a 50% reduction in members bypassing the system since using Jadu. Other services continue to be migrated to improve services, including the council's corporate complaints and bulky waste processes.

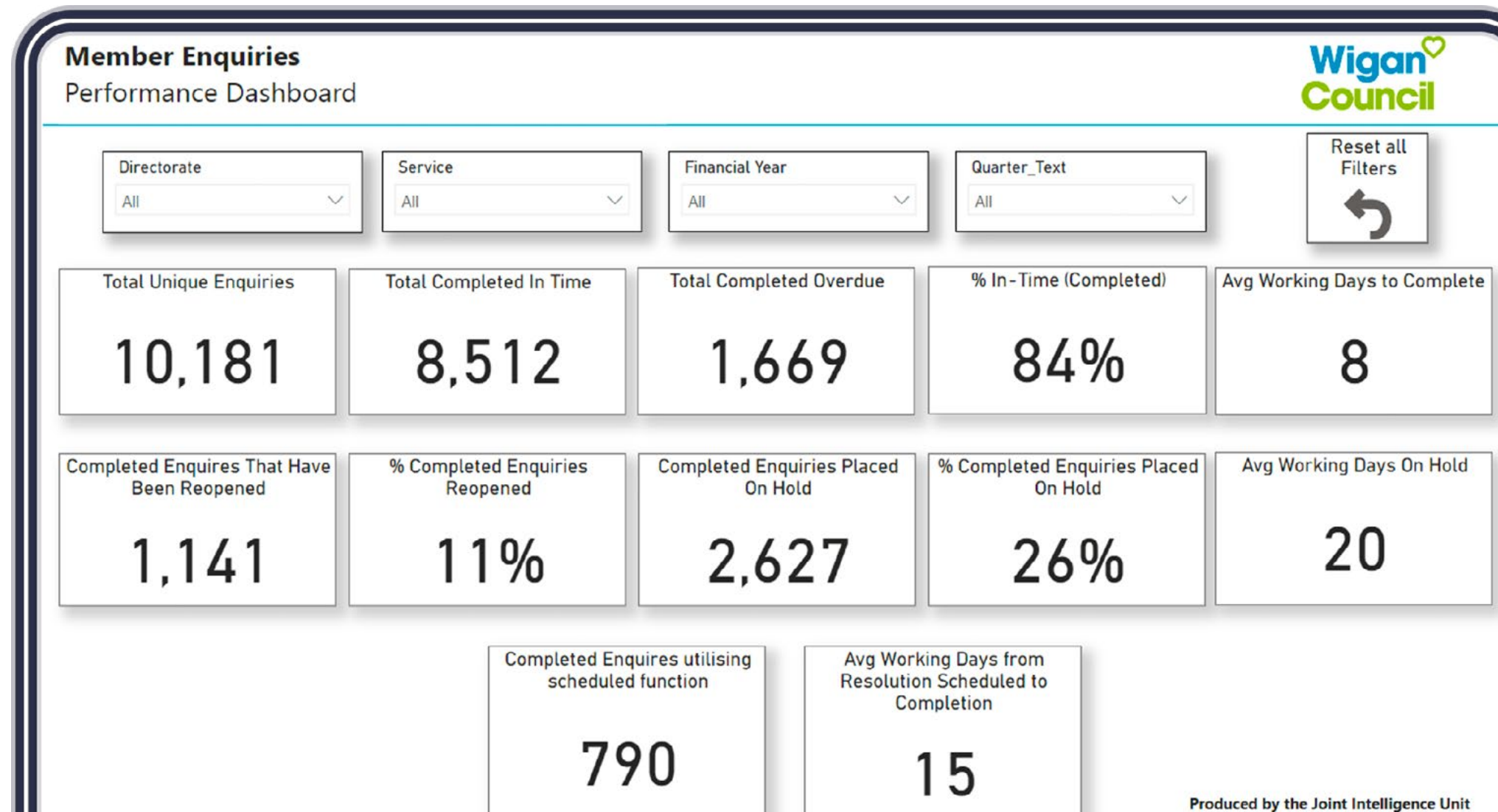
Whilst seeing significant savings, the council is delivering a better online customer experience for the community - a vital part of the digital strategy, to enhance human connection in Wigan.

This has led to higher online engagement, with over 70% of customer interactions now taking place digitally.

Wigan Council was able to quickly and easily build new digital services, enhancing its digital service offering. The rapid digital transformation that's been enabled and the ability to quickly respond to crises has opened up more opportunity for Wigan to continue to innovate.

Overall, Wigan Council's partnership with Jadu has enabled the council to deliver automated, accessible digital services, achieve cost savings, and provide a better and more personalised online customer experience.

By leveraging Jadu's low-code digital platform, the council has been able to create a more efficient and effective digital operation, benefiting both the council and the Wigan community.



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