

What is the 'Digital Transformation'?

Council is working towards a new, online customer experience to make it easier for the community to access information and services. Some examples of these services may include (but are not limited to) pet registrations, rates payments and missed waste bin collections.

In 2018, Council undertook extensive community consultation to understand the evolving needs and digital expectations of the Hobsons Bay Community. The community told us that they would like digital services that are simple and easy to use; fast and automatic; convenient and allow you to control your own information.

These insights were used to help develop the 2018 - 2022 Digital Transformation Strategy as well as shape the requirements for the new, online customer service experience.

Why engage?

Council sought to engage with the community to understand

- How the community currently interacts with Council
- The top five services the community would like to see on the proposed portal
- Which online services the community believe are doing a good job
- Which online service features they would like to see on Council's portal

In addition, the engagement also sought to recruit community members who would like to be involved in Customer Acceptance User Testing in the future.

The community engagement process

Council sought community feedback via Participate Hobsons Bay, Council's community engagement portal, from 1 to 29 April 2021. Council hosted three face-to-face intercept surveys on

- Tuesday 27 April, 12 -2 pm (Aviation Rd, Laverton)
- Tuesday 27 April, 1 -3 pm (Pier St, Altona)
- Wednesday 28 April, 1 -3 pm (Hudsons Rd, Spotswood)

How was the engagement communicated?

Promotion for the engagement opportunity consisted of Facebook posts, Instagram, Twitter, e-newsletters and an Electronic Direct Mail (EDM) to 5,252 community members who had previously provided feedback on Council's customer service.

DIGITAL TRANSFORMATION

WHAT WE HEARD

Who got involved?

Most respondents were 'rate payers and resident' (64%), aged between 45 and 64 (52%), female (58%) and speak English only (89%). The top three suburbs represented in the survey were Williamstown 20.63% (89/286), Altona Meadows (16.43%) and Newport (16.08%).

What we heard

Most respondents interact with Council either online, email or on the phone. Of the 34 people who advised that they do not interact with Council on line, 31% (11/34) prefer to speak with a human; 20% (7/34) suggested improvements to Council's web site and 8% (3/34) did not have a reason to be in contact.

When asked to rank a list of Council services the community would like to see online, with 1 being the most preferred, the top three responses were waste and recycling services (with an average score of 2.17), making a payment (2.40) and reporting or monitoring an issue (2.84). When asked if anything was missing from the list 23% (20/86) advised they wish to make a complaint or report an issue and a further 18% (16/86) want to be able to request or book a service.

Respondents clearly prefer app based online services with 30% (125/413) listing banks, 7% (29/413) UBER and 5% (22/413) Ebay as their most preferred sites.

When thinking about the features that they would like to see 34% (39/223) would like reminder notifications via email or SMS; 25.6% (57/223) asked that Councils' online services be easy to use, navigate, search and log in and 8.5% (19/223) would like the ability to see a dashboard which includes status updates and past transactions.

Next steps

Thank you to all community members and stakeholders for their contributions to the Digital Transformation Project.

The Digital Services Team at Council will now collate survey results for

- for consideration of senior management in June 2021
- a contract tender for the design of the new Customer Relationship Management (CRM) system and portal in July 2021.

To keep informed on this project please visit Participate Hobsons Bay.

If you have any questions regarding this project, please contact 1300 179 944 or email communityengagement@hobsonsbay.vic.gov.au and ask to speak with a member of the Community Engagement Team.