

Impact by Design

Rethinking Public Services

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The logo for Firmstep features the word "Firmstep" in a bold, black, sans-serif font. Above the letters "i", "r", and "m" are three vertical bars of increasing height, colored in a medium blue. Below the main text is the tagline "easier, better, faster customer service" in a smaller, black, sans-serif font.

Firmstep
easier, better, faster customer service

Challenges & Opportunities



Change in
Demographics



Financial
Austerity

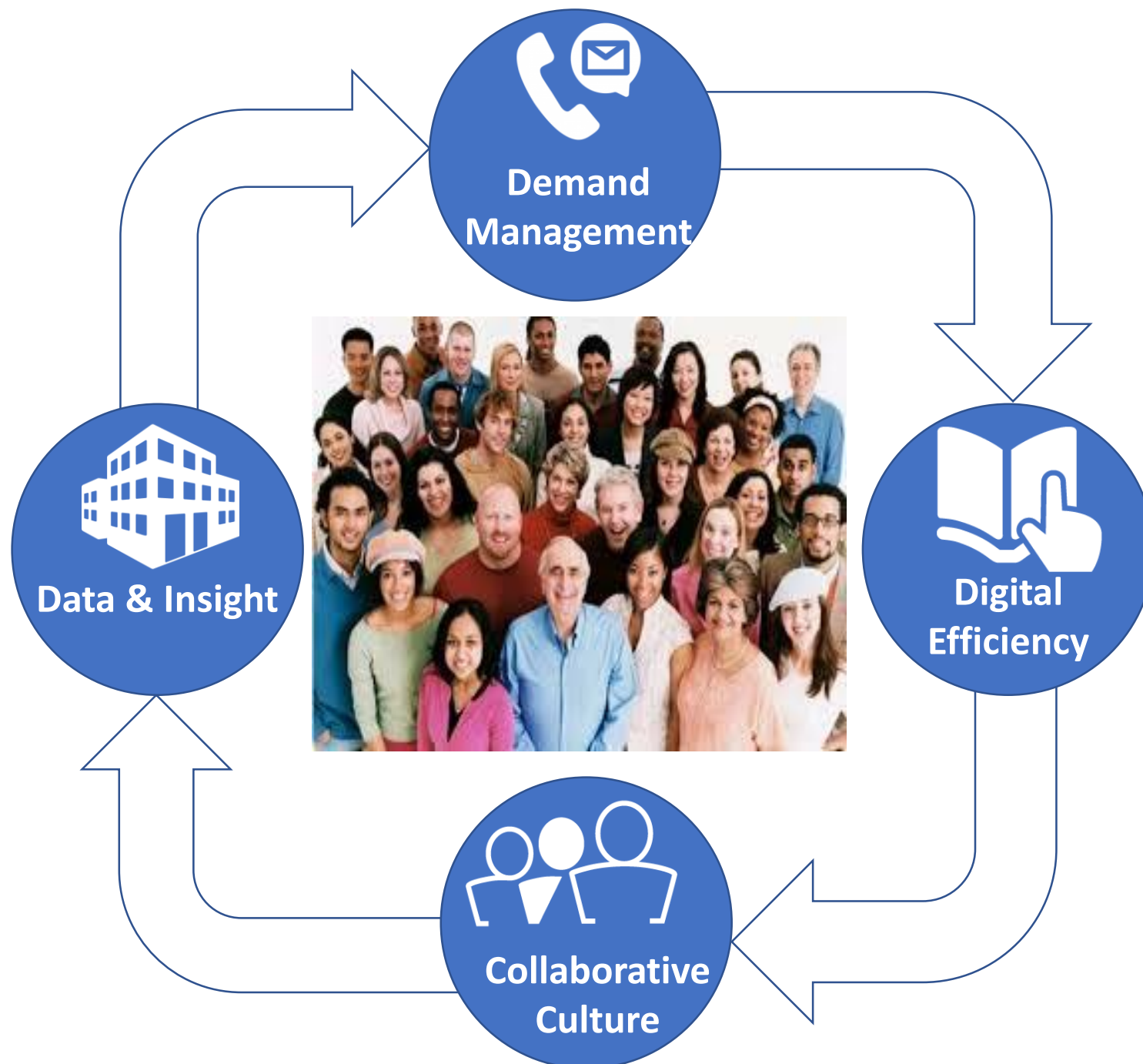


Digital Era



- **Everyone's business**
- **Challenge everything**
- **Better Outcomes**

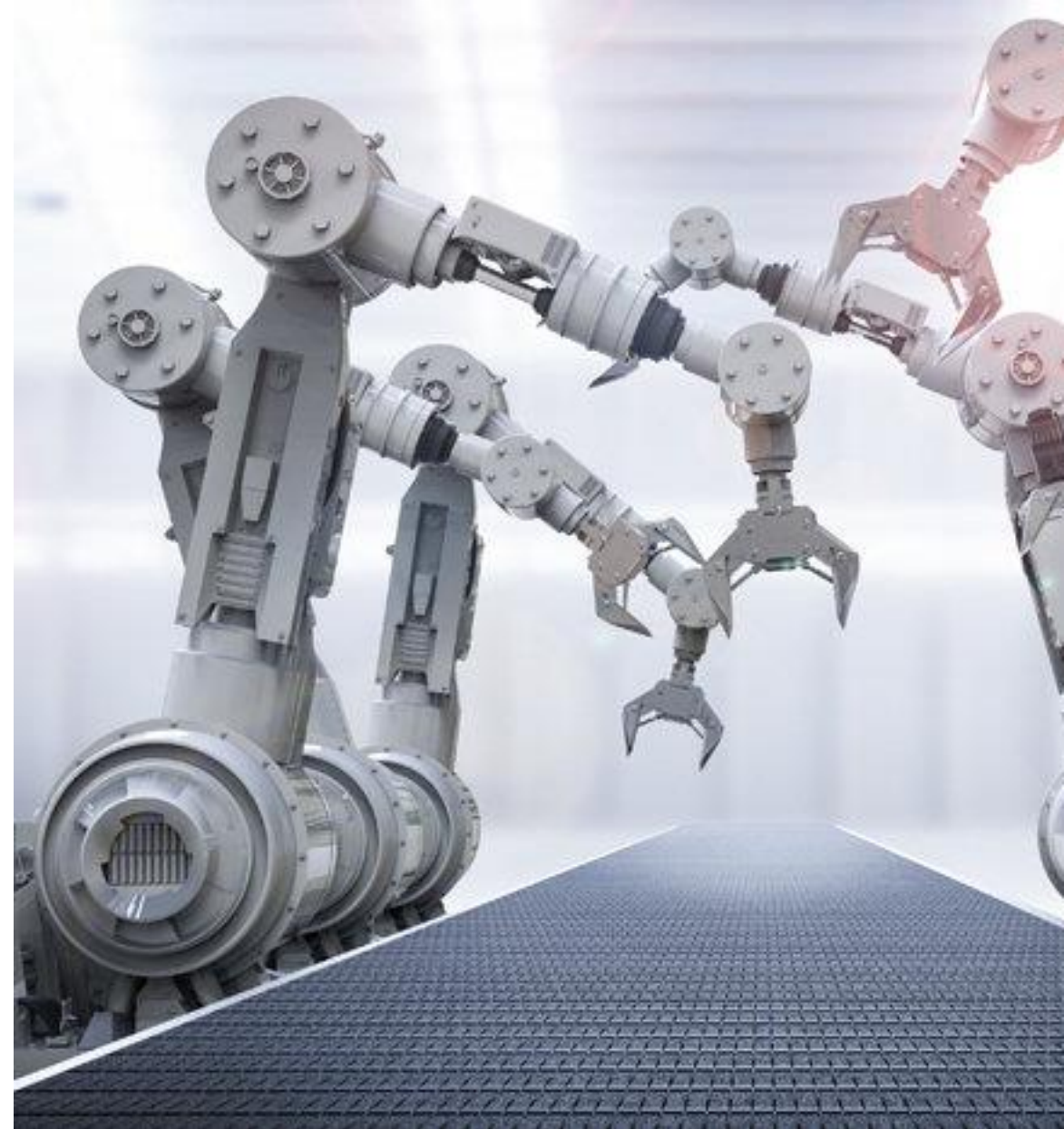






- **Changing behaviours**
- **Channel shift**
- **Staff time – higher value tasks**

- **Automation & integration**
- **Savings & Productivity**
- **Budgets deliver more**



- **Cross sector working**
- **Prevention & early intervention**
- **Tackle complex cross cutting issues**





- **Citizen experience drives policy & design**
- **Web Chat, Bots and AI**
- **Voice recognition**



“If everyone is moving forward together success takes care of itself”
Henry Ford

- **Capture**
- **Share**
- **Learn**

Change is happening



Thank you for listening