

## Appendix 2 Workstream Definitions

- 1 Website workstream – Website design and creation of a new Council website which will include a new design, navigation, citizen logon and customer portal for online transactions.
- 2 Corporate Relationship Management (CRM) workstream – Design and implementation of a new corporate CRM which will be used to manage and analyse all customer interactions and data, with the goal of improving customer service relationships.
- 3 Integration workstream – Implementation of a new approach to integration between critical line of business systems, website and the new corporate CRM.
- 4 Service Design and Implementation workstream – Overseeing key business change elements such as user centred design, communications, training and Organisational Design (OD). A user centred approach will be developed by the Strategic Hub to ensure that the design of the Council's services are focused upon who will use those services, aiming to achieve improvements in user experience (UX) and making services more cost effective to deliver. The OD element will include a review of roles/responsibilities, job descriptions, contractual changes and recruitment.
- 5 Emerging opportunities workstream – This workstream will focus on the introduction of newly designed services based on the new user centred design approach. The first area where the approach will be used is within Cleansing and Waste services initially focussing on the design of an online 'Bulky Waste' service.