Warwick District Council

ICT Steering Group – Self-serve car park season ticket requests

Digital services so good that people prefer to use them

WARWICK DISTRICT COUNCIL

www.warwickdc.gov.uk

Revision History

Document	ICT Steering Group – Car Park Season Tickets
Author	Sarah James
Date Completed	26 October 2016
Reviewed Date	

Version	Revision Date	Revised By	Revisions Made
0.1	26 October 2016	Sarah James	Full draft
0.2			
1.0			
2.0			
3.0			
4.0			

Approvals

This document requires the following approvals:

Title
ICT Steering Group

Distribution

This document has been distributed to:

Name	Title

Contents

ICT Steering Group – Car Park Season Tickets 2
1 Business Problem Analysis 4
1.1 Business Problem 4
2 Preferred Solution 5
2.1 Solution – Online Car Park Season Ticket Applications & Renewals 5
2.1.1 Description 5
2.1.2 Benefits, Goals and Measurement Criteria 5
2.1.3 Digital Benefits 6
2.1.4 Costs and Funding Plan 6
2.1.5 Risks 6
2.1.6 Issues 7
2.1.7 Assumptions 7
3 Implementation Approach 7
3.1 Outline Project Scope 7
3.2 Service Area Resources 8
3.3 ICT Services Resources 8

1 Business Problem Analysis

This section seeks to describe the issue to be addressed by the project. It consists of two parts, Business Problem and Business Opportunity. When completing this section is advisable to only complete one section depending on whether you are trying to resolve an existing problem or are looking at a new opportunity. For example, a new income generation scheme would be a business opportunity rather than a business problem.

1.1 Business Problem

The current system of car park season tickets requires customers to either complete a form and post in their cheque payment for the car park of their choice or telephone through to the Neighbourhood Services Business Support team for them to complete an application and payment forms.

There are significant issues with the paper based system such as cheque payments if the car park has no availability, refunds are required which are timely/costly to WDC.

The management of the car park availability is by a spreadsheet which is updated daily to show availability in car parks, there is the general issue of multiple accesses to the spreadsheet.

The current telephone system is via the Business Support Team which deal with multiple other issues and this system takes significantly longer than the other requests they deal with adding pressure to the service.

2 Preferred Solution

This section provides details of the Service Area's preferred solution, its benefits, costs, feasibility, risks and issues.

2.1 Solution – Online Car Park Season Ticket Applications & Renewals

2.1.1 Description

We require a web-based self-serve solution that allows the customer to purchase their season ticket on-line at all times without the need to contact us during office hours. The web solution needs to link into the chipside system so no manual data inputting is required and also a separate system/database is needed for maintaining the correct availability in each car park. All customers would be given automatic e-mail reminder for renewing their permit near to expiry.

2.1.2 Benefits, Goals and Measurement Criteria

Describe the tangible and intangible benefits to the Service Area upon implementation of the solution. One of the obvious benefits described will be that the business problem / opportunity outlined above will be addressed.

NB: The benefits listed below are examples only and the boxes should be modified to describe the project's actual benefits. All quantifiable benefits listed must be supported by current performance figures.

Complete the following table:

Category	Benefit	Value
Financial	• Undeterminable, the system requirement is to improve customer experience and reduce staff time on the telephone. • With a move to on-line only applications this will remove the need for cheque payments by the DMC.	
Operational	• Improved operational efficiency, the current season ticket application process is by post or telephone on average 10 minutes of staff time to complete. • To remove the need of the back office updating the spreadsheet which 3 minutes per application. • Improving the whole back office function to just 5 minutes per batch print job done once a day. • This element of the service would move to on-line only applications and reduce the calls into the business support unit. Thus improving waiting times for other areas of the service.	• 216 Hours of staff time saved per annum. •
Customer	• Reduced application time for the customer • Improved customer satisfaction as the current system requires either cheque payments or spending significant time on hold waiting to be answered by the team before spending a minimum of 10minutes making the application and payment. • 24 hour access to the service. • Automatic renewal notification. • Choice of start dates and locations.	•

	• Application turnaround time reduced.	
Staff	• Staff time directed to more focused areas of work. • Increased staff satisfaction	

NB: The benefits listed above are examples only and the boxes should be modified to describe the projects actual benefits. All quantifiable benefits listed must be supported by current performance figures.

2.1.3 Digital Benefits

Description	Value
The benefits are restricted to 1300 customers who purchase a car park season ticket. There is the potential of 2000 season ticket holders as we don't currently have full occupancy in each of the car parks.	£225k generated in season ticket income per annum.
How many transactions does the business process deal with? As above!	
What is the average current duration of the process from service request to completion? 15 minutes per application	

2.1.4 Costs and Funding Plan

Capital Costs	Amount
• This would be an in-house solution with links to the Chipside system. There are no charges with Chipside for system improvements. • IT need to quantify the amount	
Total	
Revenue Costs	**Amount**
• Already included in the support service recharge and support service charge to Chipside.	
Total	

For both the capital and revenue amounts identified above, please indicate how the funding will be made available.

Funding Source	Amount	Notes
N/A		

2.1.5 Risks

Summarise the most apparent risks associated with the adoption of this solution.

Description	Likelihood (1 – 5)	Impact (1 – 5)	Mitigating Actions

Staff resource to support the change	3	3	Dedicated staff resource
Link between WDC system and Chipside doesn't work?	1	5	Proven links between the 2 systems in other areas of the service.

To complete this section thoroughly, it may be necessary to undertake a formal Risk Assessment. To reduce the likelihood and impact of each risk occurring, clear 'mitigating actions' should be defined.

2.1.6 Issues

Summarise the highest priority issues associated with the adoption of this solution

No.	Issue - Description
1	Incorrect database resulting in over allocation
2	Payments not going through correctly?

2.1.7 Assumptions

List the major assumptions associated with the adoption of this option.

No.	Assumption - Description
1	Systems link between WDC and Chipside
2	Customer satisfaction improved

3 Implementation Approach

This section not only requires the service area to understand its business objectives, but to clearly understand the scope of the activity. In doing so, consideration should be given to the 'digital design principles'. Special consideration should be given to whether all the customer transactions for a specific process should be in scope. For example, if a process deals with 10,000 transactions annually, of which 8,000 are identified as easy to deal with, then perhaps this is sufficient for the scope of the project.

3.1 Outline Project Scope

For example, in the case of waste container charging, the outline scope is:

- Create a web form for customers to request a season ticket
- Enable customers to pay for the service on-line
- Integrate request directly into the chipside/database systems
- This solution should be an on-line only solution but for very few exceptions we need to allow for internal staff to use the same solution by telephone?

3.2 Service Area Resources

Please use this section to describe how the service area is going to produce the necessary capacity to deliver the project. Specific consideration should be given to:

- Sarah James is to be the project manager.
- IT to act as the design authority.
- Neighbourhood Services Business Support Team will undertake testing.
- Neighbourhood Services Business Support Team will require training.
- Sarah James will eventually become the system owner.

3.3 ICT Services Resources

This section should be used to describe the resource to be provided by ICT Services. To do so, the service area sponsor will need to meet with the ICT Services Applications Support Manager to agree the project scope and likely method of approach.

Application Support Analyst (Developer)