

Digital Transformation - Roads

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Background

Ayrshire Roads Alliance implemented a Digital Transformation Strategy to embrace digital change across all services. The Strategy's objective is:

- Create and implement new digital business models/systems focusing on end to end processes being fully automated / digital.
- Productivity improvement.
- Enhanced customer experience.
- Delivering significant cost savings.
- Improved governance and compliance.

Ayrshire Roads Alliance Approach to Digital Transformation



- An improvement road map was developed detailing all the existing procedures / processes that could benefit from an end to end digital service redesign/transformation.
- Each individual project was process mapped with all the steps documented detailing the vision for the new digital / automated processes.
- Front line staff formed part of the project team(s). They provided invaluable feedback to the development of our online systems.
- During the design / development stage, the project team checked that the specification aligned with the project objectives as well as ensuring that all milestones were delivered.



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Why is Digital Transformation so Important?

- All Council's are facing financial challenges which is even more reason for Council's to digitally transform themselves.
- Digital Transformation of the back office processes is where the real financial / time savings can be achieved.
- Increases productivity and creativity and allows the Service to become more agile.

Features of Roads Online

- Simplified online application forms
- Back-office system to efficiently manage all requests
- Dashboard providing a concise summary with key performance indicators (KPIs)
- Automated workflows to enhance operational efficiency
- Comprehensive audit trail documenting actions taken, emails sent, and documents generated
- Digital mapping functionality with public access to the map via the Ayrshire Roads Alliance website
- Financial data recorded at each stage of the process
- Automated scheduling of social media posts to ensure a consistent approach in wording and imagery

Measuring Success

- National recognition: The Roads Online System received acclaim for Digital Innovation at a national level.
- Efficiency improvements: Processing cycle times for applications has halved, leading to a significant reduction in the number of calls to the Service and a 30% decrease in the number of officers required to process applications.
- Income generation: The Ayrshire Roads Alliance has partnered with a software provider, securing a % return for potential future sales.