

Channel Shift in the Public Sector:

Lowering Costs, Empowering Customers and Improving Services

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DAVE WORSELL

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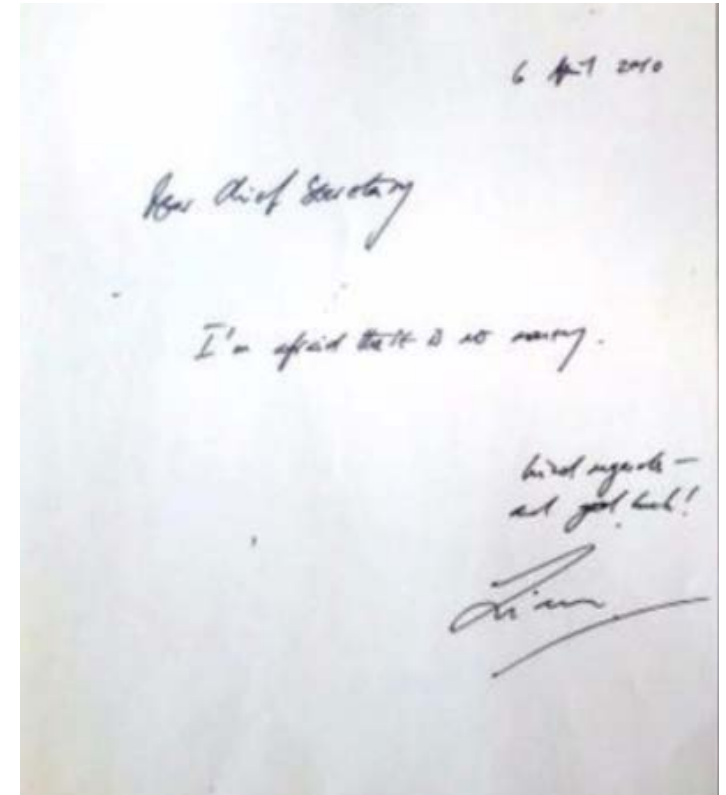
@dworsell

Dear Chief Secretary,

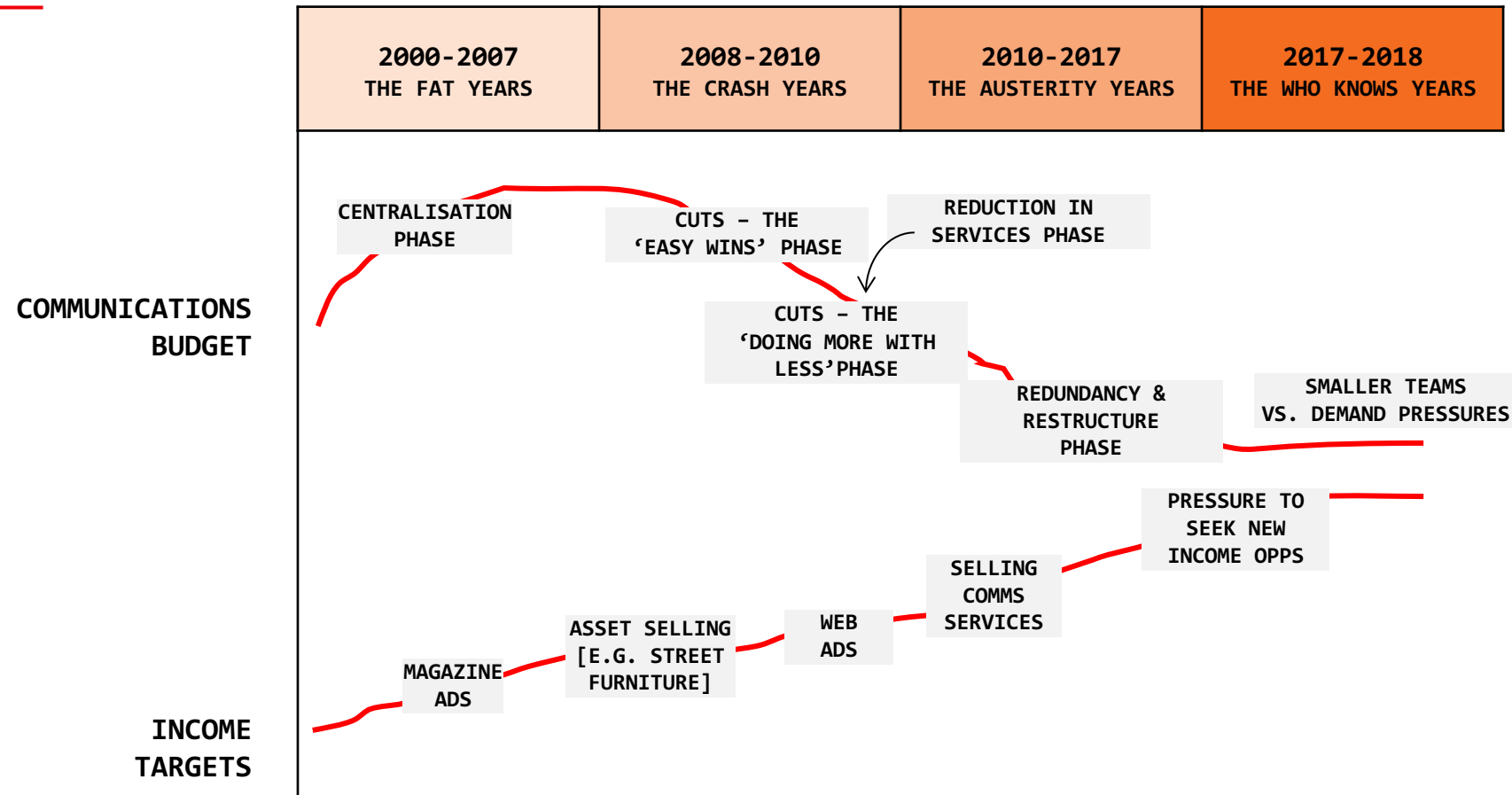
I'm afraid there is no money.

Kind regards – and good luck!

Liam

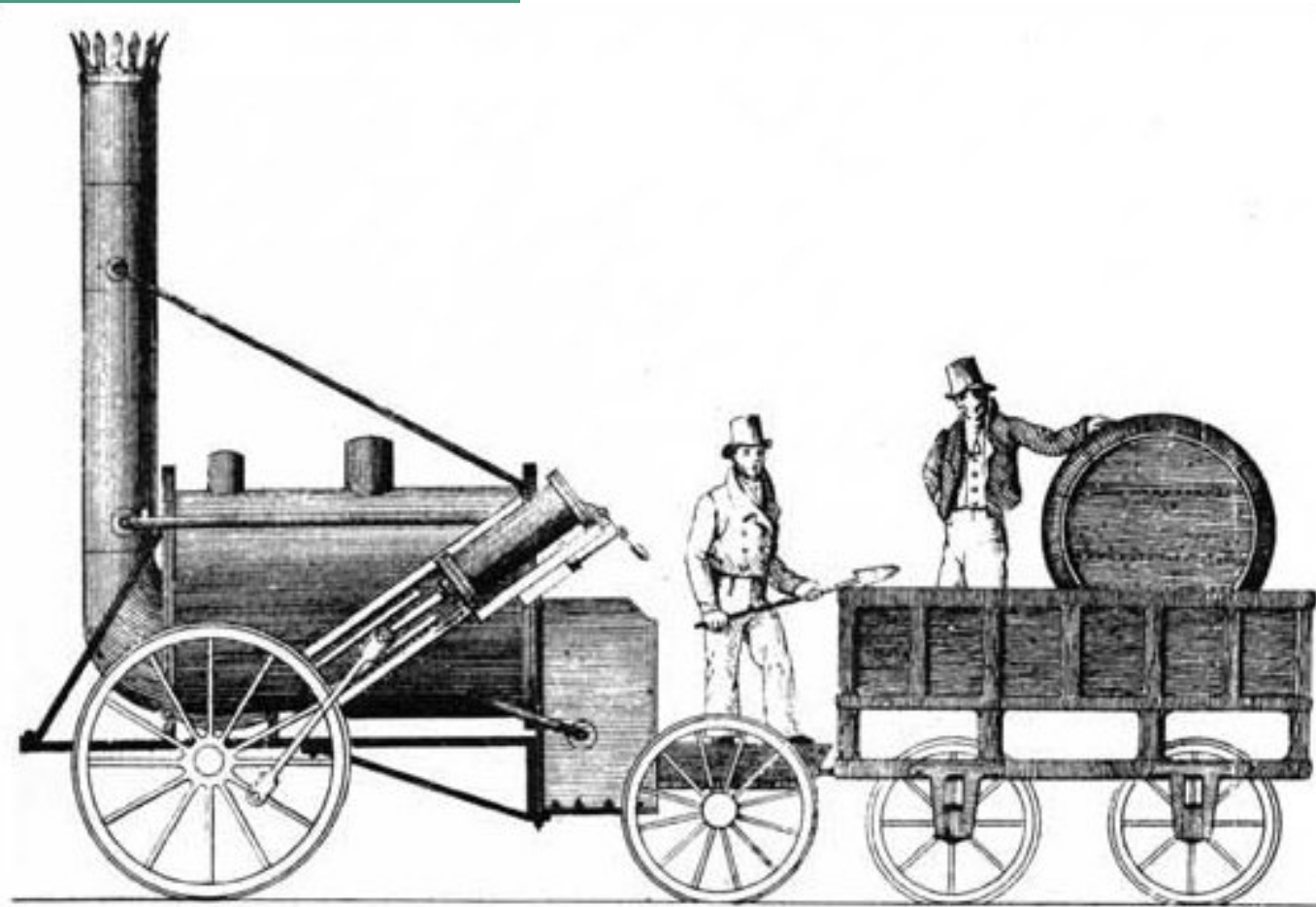


THE RISE AND FALL OF THE PUBLIC SECTOR COMMS TEAM BUDGET



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Austerity is the mother of invention





If you build it,
they will come.

If you build it, he will come.



CONTINUOUS IMPROVEMENT

TRANSFORM THE CITIZEN EXPERIENCE

DEFINE OUTCOMES

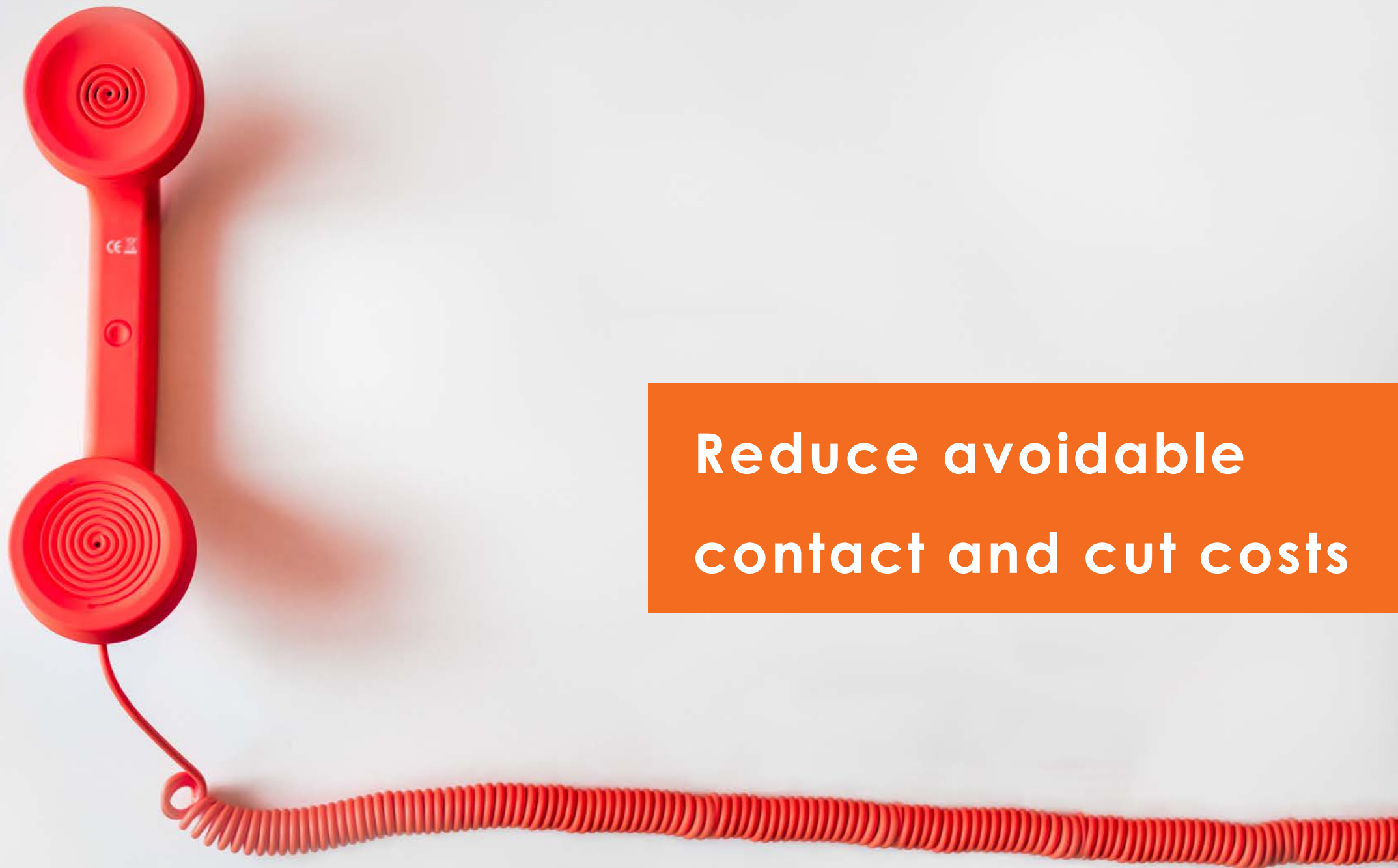
EXPAND REACH

CHOOSE RIGHT CHANNEL

CHOOSE
RIGHT CONTENT

DRIVE OUTCOMES

Measure, Analyse, Refine



**Reduce avoidable
contact and cut costs**



Reduce demand

Generate more income





FAKE

GENUINE

**Build trust and
your reputation**

A woman with curly hair, glasses, and a red bandana is sitting at a table in a cafe, working on a laptop. She is wearing a light blue denim shirt and white earbuds. The background is a blurred cafe interior with shelves and other people. A teal text box is overlaid on the right side of the image.

Improve audience
satisfaction

Change behaviours for the better



Change behaviors
for the better





Technology for the
people who are
changing our world.