



## **Serve Better.**

We empower local governments to create better web, intranet and online service experiences that last.

### **Service Prioritization Guide**

All local government organizations have a number of services that need digitizing or current online services that are in desperate need of improvements or even a complete overhaul.

With hundreds of services and related forms to address, it can be challenging to know where to start. Refined from the experience of our local government partners, we have compiled a guide and worksheet to make this process easier.

## Reach

### How many people will be affected if we improve this service?

3 – High = A high number of people will benefit

2 – Med = A moderate amount of people will benefit

1 – Low = A low amount of people will benefit

Some questions to ask:

- How many submissions do we have of this form monthly/annually?
- What percentage of all customer requests does this represent on an annual basis?
- What percentage of our community has need of this service?

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## Effort

### In terms of time and resources, how much effort will be required to digitize this service?

3 – High = Digitizing this service will take a high amount of effort

2 – Med = Digitizing this service will take a medium amount of effort

1 – Low = Digitizing this service will take a low amount of effort

Some questions to ask:

- How many touchpoints does this service have prior to request completion/workflow?
- How many stakeholders need to be involved in the change process?
- Does this service need to interact with any other internal systems during its completion or on submission?

## Impact

### What will be the impact in terms of time and cost savings and customer satisfaction?

3 – High = Digitizing this form will have a high impact

2 – Med = Digitizing this service will have a medium impact

1 – Low = Digitizing this service will have a low impact

Some questions to ask:

- How complicated is this service for customers?
- How many steps are there and how much time does it take to complete?
- What's the internal handle time and effort in this service? (E.g. How long does it take to re-key? Does the form commonly require outreach by CS due to errors?)
- Is this a payment type form that creates high customer handle time?
- How often are we receiving questions and complaints regarding this form?

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## Readiness

### What's our level of readiness to proceed?

3 – High = We are ready, with few, if any, uncertainties

2 – Med = There are a number of questions outstanding

1 – Low = There are a large number of unknowns requiring further research

Some of your assessments may result from hard data, some from pure intuition and most from a mixture of both. Use this field to apply a confidence rating to each service assessment.

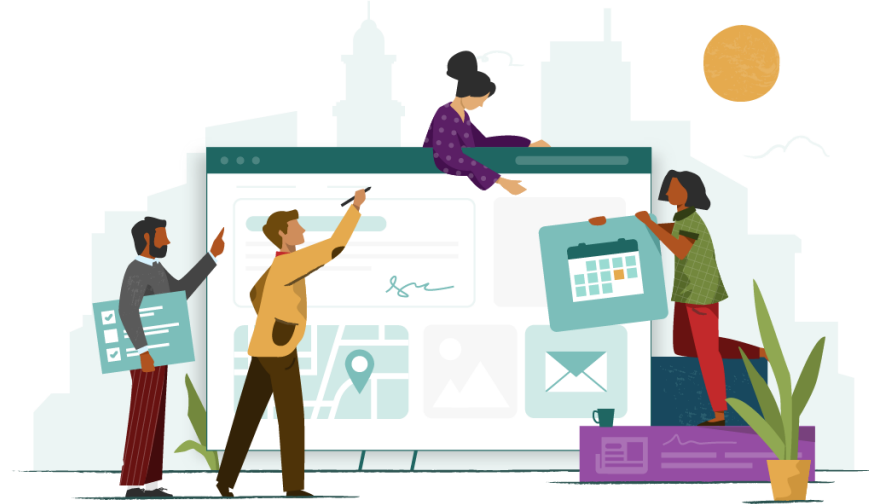
### How to use the accompanying Service Prioritization Worksheet

1. Select paper-based or poor digital forms that would benefit from improved digitization
2. Research the **Reach, Impact, Effort** and **Readiness** involved with each form.
3. Select a drop down of **High, Med,** or **Low** for each of the factors.
4. Those forms with the highest **Priority Score** should be worked on first. The column can be sorted from highest to lowest, to list in order of priority.

### How the worksheet prioritizes services

Each of the **reach, impact** and **effort** contribute an equal weighting to the service priority score. The **readiness** of each service then applies a small scaling value to the total.

There is no one size fits all approach and while this worksheet will help to get started, feel free to change the calculations or columns to suit your individual needs. These formulas are located in hidden columns H – K.



If you have any questions, feel free to get in touch:

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