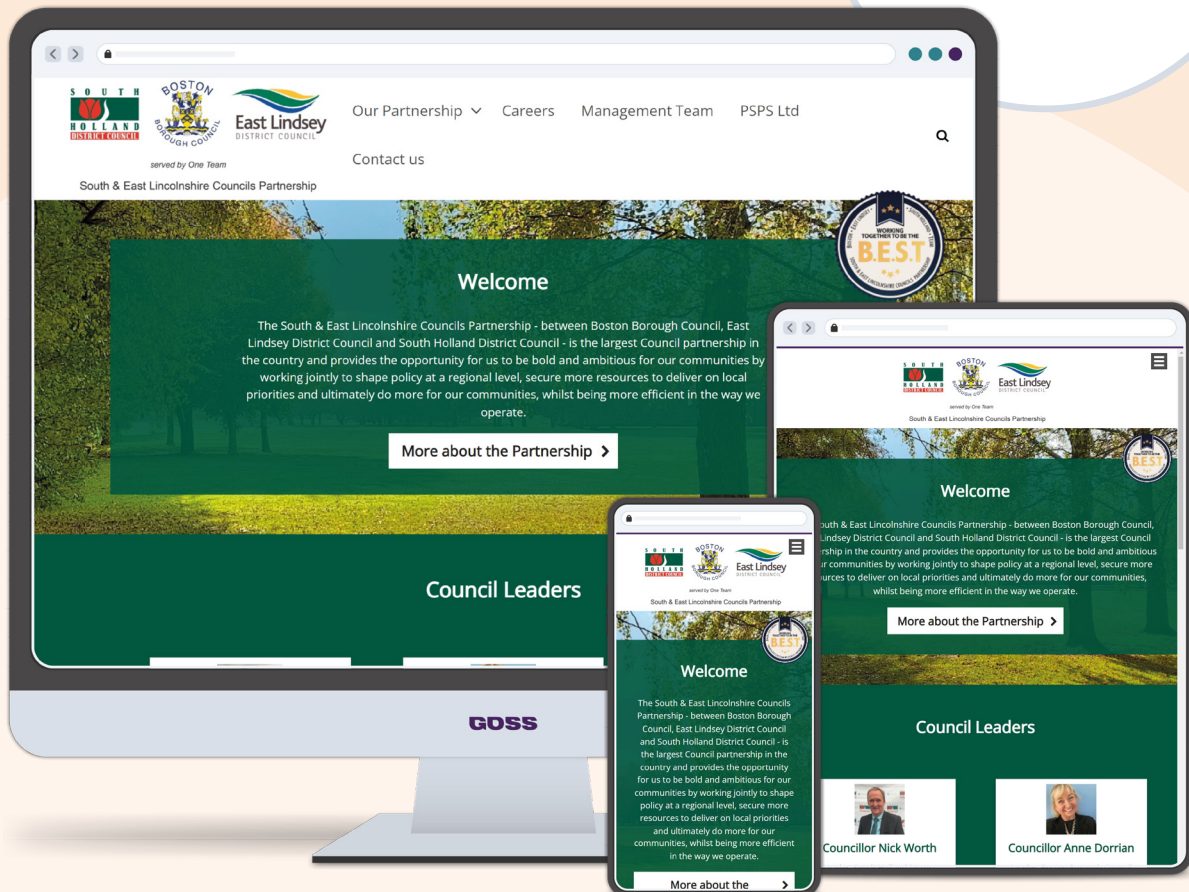


**GOSS**

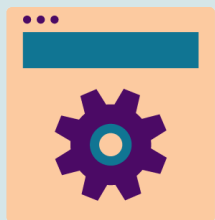
# PSPS Deliver Digital Success Case Study

PSPS enhance Lincolnshire communities through digital innovation and customer-centric services.

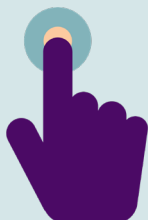


## Case study at a glance...

---



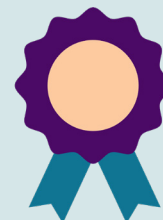
Multiple projects undertaken for the three councils.



PSPS and GOSS created an assisted self-service solution.



Over 1,000 knowledge base articles have been created.



Winners of Digital Transformation of the Year 2023.

## Background

---

**Public Sector Partnership Services (PSPS) operates as a local authority trading company, wholly owned by the South and East Lincolnshire Councils Partnership – the largest council partnership in the country, formed between East Lindsey District Council, South Holland District Council, and Boston Borough Council.**

Since its establishment in 2010, PSPS have been responsible for providing a comprehensive range of online and digital services to these three local authorities including service provision for online customer self-service, revenues and benefits, HR and payroll, financial services, and procurement and contracts.

Combined, the services PSPS have developed are helping to enable over 308,000 residents living in these Lincolnshire regions, self-serve

online and improve the overall customer experience for these local authorities.

More recently PSPS has gone through a transformative journey, redeveloping key citizen services and securing coveted industry awards for their efforts.

# The challenge

---

In the wake of the COVID-19 pandemic, PSPS were faced with a range of challenges when it came to their online service delivery. Like many local authorities at this time, the challenging financial landscape meant PSPS were expected to deliver more with less for not just one organisation but three.

Furthermore, increased citizen expectations post-pandemic, and the increased complexity in delivering services came together to create a myriad of challenges PSPS had to deal with.

To thrive under these circumstances, PSPS needed to find a solution to enhance its services, ensure accessibility, flexibility, intuitive functionality, and cost-effectiveness.

The aim for PSPS was to facilitate convenient interaction for residents and businesses, provide accessible information, ensure data security, and utilise data intelligently to elevate the overall customer experience.





## The solution

---

Turning to their long-established digital and online supplier, GOSS, PSPS have embarked on a transformative journey over the past 18 months, collaborating to drive customer-centric projects and enhance their digital service delivery.

Utilising the comprehensive GOSS Digital Platform, initially for PSPS, the focus was on aligning technology stacks, fortifying cybersecurity amidst escalating threats, and revamping resident-facing information. Additionally, the efforts involved expanding digital services, streamlining back-office administration, and ensuring consistent service delivery for all residents regardless of entry point.

Multiple projects were undertaken, including the comprehensive replacement and content refresh of Boston Borough Council's websites and subsites, the implementation of an online

garden waste booking system for Boston also, and the development of a market traders booking system for South Holland District Council.

Notably, PSPS have worked with GOSS to create an assisted self-service solution, which is now enabling customer service staff at all three authorities to act on behalf of digitally inexperienced citizens to submit requests. Integrating seamlessly across all three authority's websites, the new assisted self-service solution means the three authorities are now using one centralised system ensuring uniformity and efficiency.

Furthermore, as part of this project over 1,000 knowledge base articles were created, replacing an outdated CRM solution and ultimately equipping customer service staff with the knowledge required to do their job more efficiently.





**“We are able to surface more intelligence than ever before, allowing us to use this information to truly transform the customer experience both at the contact centre and in the back-office services. The future is bright for PSPS and our client councils.”**

Jackie Wright, Head of IT  
**PSPS**



## The result

---

The successful implementation of these projects has propelled PSPS to receive prestigious recognition at the UK Contract Centre Forum awards, helping them to win the Digital Transformation Programme of the Year 2023 accolade. This achievement marks a significant milestone for PSPS and has equipped the team with the efficiencies needed to continue improving services in the future.


Jackie Wright, Head of IT at PSPS goes on to say “We are able to surface more intelligence than ever before, allowing us to use this information to truly transform the customer experience both at the contact centre and in the back-office services. The future is bright


for PSPS and our client councils.”

Looking to the future PSPS, in collaboration with the three local authorities it serves are in a position of strength, combined with the establishment of the South and East Lincolnshire Councils Partnership, the largest of its kind in the country, PSPS are laying the foundation for a cost-effective, data-driven organisation.


Armed with cutting-edge technology, this collaborative partnership aims to propel the customer experience to new heights, signalling a bright and innovative future for service delivery in the region.

# GOSS

 24 Darklake View, Plymouth, PL6 7TL

 0844 880 3637

 [enquiries@gossinteractive.com](mailto:enquiries@gossinteractive.com)

 [gossinteractive.com](https://www.gossinteractive.com)

GOSS Interactive Ltd. | Registered Office: 24 Darklake View, Plymouth, PL6 7TL, England | Company Registration No. 3553908 V.A.T. Registration No. GB744757793

© 2023 GOSS Interactive, all rights reserved.