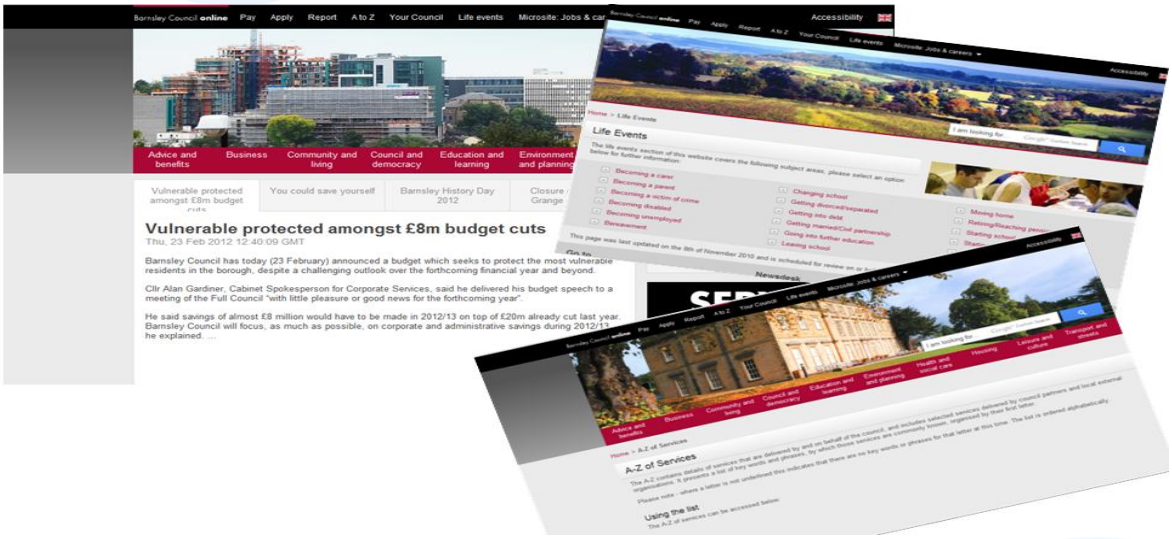
using standard lists - Barnsley Council

Barnsley uses these standard lists in its website and Customer Relationship Management system:

- Local Government Service List (LGSL)
- Local Government Navigation List (LGNL)
- Local Government Interaction List (LGIL)



Barnsley identified each service in the LGSL that is delivered by the council. For each service, esd-toolkit identifies the associated interactions that can be carried out, for example: “applying for a service”, “paying for a service”, “information provision”.

For each applicable service, Barnsley create a webpage in their web content management system to satisfy the “information provision” interaction. For the incoming interactions, i.e. taking a payment or an application, they create an electronic form and make a relationship back to the webpage. As they move more towards a transactional website, their plans include that the incoming interactions will also populate the Customer Relationship Management System (CRMS) to enable on-line and mediated tracking of service requests.

To help their customers find all the published information (i.e. the web pages), they use the LGNL which groups the services they provide into headings that their customers can recognise. LGNL puts services under more than one heading because people think differently about where they might look for a service. From each web page, the Barnsley CMS links on to any eForms for the applicable service.

Barnsley also uses the standard service and navigation lists within their CRMS for consistency in mapping the customer journey.

The Barnsley website has an A-Z which goes from commonly used terms, including localisms to pages indexed by their LGSL service id or a local id for locally delivered services.

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