

Responding through mobilisation

Faster decisions, better citizen outcomes

By becoming more agile, accessing the bigger picture, acting at the very moment, local authorities can transform how they work and reshape communities as a result.



shaping tomorrow with you

Actions speak louder than forms

As the discussion continues about how to improve citizen outcomes with fewer resources the problems themselves do not go on hold. The need for adult social care is a growing issue as the population ages. The undeniable correlation between there being more senior citizens, and more at home risk scenarios means the pressures will multiply.

Local authorities will continue to have fewer people and smaller budgets. It will be a fact for a long time to come. It will never be an excuse.

Empowered staff work better

Staff productivity therefore is under the microscope. Setting higher targets and ramping up workloads might have short term results, but nobody responds well to the 'stick' style of management – particularly not the best performers. Accepting that people are all authorities greatest assets, it follows that the most experienced people are the most valuable in the mix. So, the problem of delivering better citizen outcomes with fewer resources is intensified by a real business need to ensure no talent drain.

The way things get done in the modern world

The same benefits that drive mobility in the consumer world drive it in the organisational ecosystem: more meaningful contact, more quickly.

The waiting days are over

Viewed from any angle, from a business case or a social value perspective, there is a real and present need to look at tools and tactics that place greater empowerment in the hands of key workers. Mobility comes high on this agenda.

Many workers are already using their own devices in the work environment; they do this for three main reasons. Firstly, they are techno-savvy. They use smartphones and tablets in their private lives to get things done faster or, at least, when it suits them. The cross-over to having the same devices with them when at work is often logical. Secondly, they often find that the same benefits of speed and ease can make their working day more manageable; easier to multi-task and easier to communicate whenever they need to and to stay in contact even when they might not be at their desk. And thirdly, they have everything in one place on their own devices.

The same benefits that drive mobility in the consumer world drive it in the organisational ecosystem:

Easy user adoption – an understood technology which builds on employees' familiarity with it to drive enthusiastic use in the work setting. Mobility motivates users since they see firm evidence that their employers move with the times.

Better task and time management – staff are empowered to view the bigger picture and the smallest detail when they are out and about. If a citizen has a query they cannot answer there is no longer any need to embark on trips back to the office, reviews of files, tracking down of other departments' or agencies' insights when perhaps the knowledge workers needed are not available. Answers can be provided there and then. Resolutions can be more timely and effective.

Greater productivity – things get done faster and productivity rises. Fujitsu worked with the Vale of Glamorgan Council to introduce flexible mobile ways of working for increased efficiency and lower costs.

An empowered workforce acts faster

The solution provided a joined up view of workloads and enabled priorities to be set that ensured the greatest need was the fastest served. Productivity gains of 38 per cent were reported.

Knowing – Responding – Accelerating; through Business Intelligence, Mobility, Digitisation. We believe these are the essential qualities and capabilities to help add smarter citizen care and create social value. Visit uk.fujitsu.com/localgovernment to see how we've helped local authorities to improve service provision, save money and optimise receipts.

Inject more power

The more agile the workforce, the greater its ability to act, cover more ground, achieve more positive outcomes in both quantity and quality. A move towards more 'hybrid' roles can be nurtured, given the enrichment of skills-sets that comes from collaborative working and more ready access to information and knowledge workers.

What of continuing downward pressures on spending? Can the introduction of mobile devices be justified when money is in short supply?

Responding faster and more effectively as a result of mobility and collaborative work practices delivers potentially transformative improvements in the provision of services; considerable business value also accrues. In the short term, costs are reduced as process efficiencies gain traction; it takes less people and less time to get more done.

In the mid to longer term substantial savings stand to be made as it becomes a reality to reduce office space and shed real estate overheads, possibly even entire buildings. It's time to reinvigorate the system, empower the workforce, and drive better citizen outcomes. Mobility will be the key to unlock these abilities and prepare for a challenging future.



Acting at the very moment, in the very place where action is needed is critical, but the discussion continues...

Entitled BETTER OUTCOMES THROUGH KNOWING, RESPONDING AND ACCELERATING, Fujitsu's series of discussion papers examine how to offer a smarter working future and a better-served citizen.

- I. Knowing through business intelligence
- II. Responding through mobilisation
- III. Accelerating through digitisation

To find out more about how Fujitsu is reshaping ICT and communities please contact us:

About Fujitsu

We work with all kinds of organisations in every sector and we have broad and deep experience in the public sector. In many cases, we have adapted proven solutions from the commercial sector for public sector use significantly saving on discovery, development and testing costs.

We see ourselves as partners committed, trustworthy and responsive.
Your success is our livelihood.

We understand the pressures you face and your determination to deal with the challenges.
We want to help and make your organisation more efficient, agile and ready for whatever the future brings.

Contact Nick Sawbridge to find out how Fujitsu is reshaping ICT and communities

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