



Frankston City Council, Victoria

Moved community expectations forward with a website redesign



71%

community satisfaction score, up from 59%

\$0

spent on additional staff to complete the project

70+

digital forms on main website

High

internal project satisfaction and adoption

OVERVIEW

Frankston City Council, Victoria had minimal investment in its digital experience for years, despite increasing community expectations. With limited resources and personnel, the council chose Granicus' website and digital forms and workflows solution to kick off a broad transformational journey. With help from the Granicus Experience Group (GXG), Granicus' in-house consulting arm, Frankston City Council developed a modern, useful website with simple, yet intuitive, digital services.

SITUATION | GIVE THE PEOPLE WHAT THEY WANT

By the council's own admission, its website was extremely poor from a usability standpoint. The information architecture and search functionality were well below par, and the design and content were outdated. The council needed to implement user-centered design principles with simpler messaging on a platform that would be easy to manage on a daily basis. With a smaller team and limited resources and skillsets, Frankston needed a secure, scalable, accessible solution that could be updated seamlessly with minimal human management.

SOLUTION | NOWHERE TO GO BUT UP

The council ultimately chose Granicus and GXG, in part, because of the structure and framework built into the OpenCities and OpenForms software, as well as the GXG process. Granicus solutions offer some room for customisation within a more stable foundation as well as widespread accessibility. By going down this route, the council didn't need to hire new staff members or work with web developers to get an attractive, highly functioning website. Impressed by GXG's level of CX methodology knowledge, and the artful way information was filtered to and from internal stakeholders, many dubbed it the best project they had been involved with in 20 years. The council, particularly the information technology team, was also swayed by the level of cybersecurity Granicus software provides that not only keeps data safe but builds trust with residents.

RESULTS | TO INFINITY... AND BEYOND

The website redesign was an unmitigated success. Frankston went from having the lowest metro community satisfaction score two years prior to having the highest score last year due, in part, to the improvements made to its digital front door. Frankston is excited about continuously improving along the roadmap established by the Granicus team. With a large transformational project on the horizon, the website redesign was the springboard that demonstrated what was possible.

MUST HAVE SOLUTION

OpenCities

OpenForms

“We wanted great design features that are sustainable and manageable into the future and Granicus and GXG helped us achieve that... As soon as we launched the website, we received a lot of really positive feedback, both from internal stakeholders and from the community – almost instantly.”

Patrick Dillon, former Manager Customer Experience and Business Transformation, Frankston City Council, Victoria