

Engage to improve!

When it comes to delivering service improvements and efficiency savings, local authorities often find themselves focused on managing a small number of major change programmes. Yet local authorities have the potential to deliver significant additional efficiency savings and improvements by making better use of the valuable resources that they already possess: their employees and customers.

By engaging these stakeholders, local authorities can identify and deliver many incremental improvements – those smaller efficiencies and changes that can add up to substantial savings. TalkFreely manages the engagement of employees and customers in the process of improvement and provides the same rigour normally associated with larger projects. This ensures that the potential of these smaller improvements is realised.

About TalkFreely

TalkFreely is a powerful and easily configured web based application that engages all stakeholders in the process of innovation and continuous improvement.

TalkFreely's "Engage to improve" module has been specifically pre-configured to match the needs of local government, and recognises that employees, customers, councillors, LSP partners and suppliers all have a role to play in improvement.



“**Manages the engagement of employees and customers in the process of improvement**”

The Benefits

- Engages both customers and employees in the process of innovation
- Ideas can be collectively rated / discussed / improved
- Pre-configured yet customisable idea management
- Integrates easily into existing websites
- Submissions can be made by email, web, phone or SMS
- Create multiple channels that engage different target groups
- Fully managed web based solution
- No need for new hardware or software installation
- Ready for immediate deployment

Lots of small improvements add up

Small improvements identified by staff or customers are free; often have a lower risk of failure and deliver a more immediate return on investment. In addition, recognising and celebrating these improvements not only delivers real value, but creates momentum and boosts engagement. This may be happening anyway, but, without formal management of this process, the full potential of these numerous, smaller changes is lost. Applying the same thoroughness and discipline to the process of managing incremental improvement as you do to major change programmes can create the potential to deliver real and substantial value.

Managing the process

In order to deliver the efficiency savings and meet the long-term goals demanded of local authorities, any improvement initiatives need to be carefully managed. TalkFreely brings control and visibility of the continuous improvement process. It enables you to see who is identifying the improvements, which ones are being rated and selected, when those changes have been implemented and measure the benefits when those improvements are made. TalkFreely provides a framework that maximises employee engagement in innovation and manages the end-to-end process.



Why engage employees in improvement?

'What have our employees got to offer?' The answer is simple: your employees are where the bulk of the experiences and knowledge lie within your organisation. By engaging with your staff, not only do you tap into a vast pool of experience and insight, you are also more likely to see the changes stick.



'TalkFreely integrates seamlessly into existing websites or intranets'

All stakeholders can contribute

When embarking on improvement it isn't just your workforce who can contribute and generate ideas. It's just as important to involve relevant customers, stakeholders and partners who can suggest and help refine improvements. TalkFreely's 'Engage to Improve' module is configured specifically to match the needs of local government. It enables you to engage with all those who have a role to play in improvement, including employees, customers, councillors, suppliers and LSP partners.

Make improvement part of the day job

TalkFreely ensures employees -are engaged in the process of incremental improvement. Not only that, it becomes part of the day job, just part of the routine. Valuing and encouraging the participation of your employees and partners in change embeds a culture of continuous improvement in your organisation.

Engagement is not just ideas

If you only ask for ideas you should only expect to achieve a limited level of engagement as ideas typically come from a subset of employees. If you wish to achieve broader engagement, you need to use your employees and their experience in the process of qualifying and refining any ideas that have been suggested. Therefore all your employees and relevant stakeholders have a part to play in the process of improvement, and by engaging them in sifting and refining ideas demonstrates that it isn't just those who make suggestions who can contribute to change. Finally, ideas don't deliver value in themselves. Collecting potential improvements is simply the first step in the improvement process. It is only when the best improvements are identified and then delivered that can you claim success.

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