

CHECKLIST: HOW TO USE DIGITAL TOOLS TO CUT COSTS



At a time when the public sector is already trying to cope with tremendous demand for services, many organisations must cut budgets while maintaining their heavy workload. But this doesn't have to mean more pressure on teams. Here's how some simple automation can help you cut costs and work more efficiently:



Print less



Implement automation software

Automation can turn manual paper-based processes into a simple digital workflow that saves time and effort. Software such as [Peak Agenda Management](#) helps departments collaborate more effectively and streamline the production and management of meeting agendas.



Disseminate agendas electronically

You could avoid the need to print and hand deliver meeting agendas to committee or elected members by using a simple digital solution such as iLegislate. Agendas can be managed in one place and reviewed using any tablet or on desktop.



Replace printed communications with an email alert

Are you still printing resources for all residents such as an annual bin collection calendar or city survey? Stop printing and drive more people to these resources online. Ask web visitors for their postcode as they subscribe to your email updates service; you'll then be able to send personalised and [automated bin collection email reminders](#) (contact us to learn how we're helping councils to automate targeted bin alerts).



Automate messaging

Leverage email campaigns

Automating your email campaigns is an easy way to save time and money. After setting them up (selecting the content, frequency, timing, recipients and any rules), you can leave things to run themselves and focus on other tasks.

Send text updates

Many government organisations are already using text messaging as a way to increase attendance at events, enrolment on a programme, and on-time applications. Texting is also an effective way to engage hard-to-reach audiences, or people with low literacy levels.

Use APIs

An application programming interface (API) can save time and reduce workloads by facilitating seamless interaction between your digital communications services (for example your email alerts) and other databases or software. APIs can eliminate human error and automate tasks which: grow your audience; drive engagement with your organisation; manage your mailing lists; and deliver SMS or email alerts based on specific behaviours or criteria.

Automate A/B testing

Automating A/B tests on your email communications ensures your messages are optimised for maximum engagement and impact. Solutions such as the GovDelivery Communications Cloud (by Granicus) take care of these tests for you, delivering the message with the most powerful subject line, design and messaging to recipients.



Sync with social media

Post to multiple channels simultaneously

Don't waste time manually posting content across your digital channels. Instead manage multiple channel-specific messages from the GovDelivery Communications Cloud (by Granicus). You can automatically post content to (and pull from) your social media channels, SMS and email, all at the same time.

Visit uk.granicus.com to learn more about how automation can save time and resources.