



HM Revenue
& Customs

Digital Agent Engagement Challenges and Opportunities

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29th November 2014

Civil Service Reform

Open Policy-making

The open policy maker is:

Curious: challenging assumptions, willing to experiment

Networked and collaborative: humble about the role of the civil servant in the process

Digitally engaged

1. Broadening the range of people and quality of engagement

- Social media engagement
- Crowd sourcing
- Collaborative policy processes

2. Using the latest analytical techniques and knowledge

- User-led design
- Behavioural economics
- Systems thinking
- Data science
- Wellbeing analysis
- Evidence from What Works centres

3. Taking an Agile, more iterative approach to implementation

- Prototyping and iterating
- Randomised control trials
- Scenario modelling



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Protective marking – Unclassified

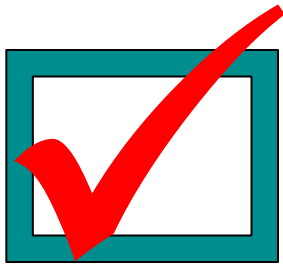
What does engaging digitally mean for you?

- E-learning
- Webinars
- Social Media
- Instant messaging
- Professional or Personal?

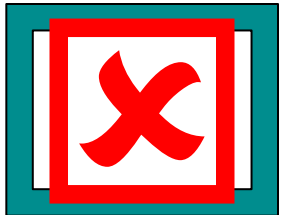




What are the challenges and barriers to engaging digitally?



OFFLINE

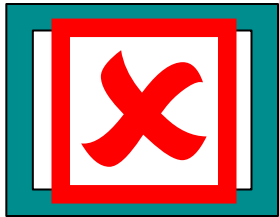


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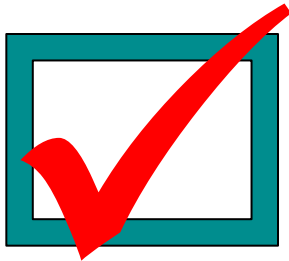




What are the benefits and opportunities for engaging digitally?



OFFLINE



ONLINE

