

Principles and Standards

Knowledgeable Communities

- Information and advice should be clear and comprehensive.
- Ensure all information and advice is consistent, accurate and up-to-date.
- Content should be continuously reviewed and improved, with collaboration across services and with customers.
- Information and advice should meet quality standards.
- Customers should be able to access relevant information at the right time, in a range of formats and through a range of channels.
- Information and advice should meet the needs of everyone in the community.
- Ensure that information and advice answers the most common questions that the user would have.
- Information and advice should empower and give confidence to the customer to encourage them to remain independent, access services, or participate, etc.
- Signpost customers to sources of further information and advice.

Keep it Straightforward for Customers

- Information and advice should be easy to access.
- Design information and advice for customers, with customers and in their language. Ask them for feedback later on.
- Ensure information and advice is written in plain English.
- Keep text to a minimum and maximise the use of a range of presentation forms to ensure information and advice is stimulating and interactive, e.g. use short video content and simple graphics to help explain concepts and principles, if appropriate.

Self-Service through Digital

- Encourage digital channels for providing customers with information and advice.
- Visibility of information should be prioritised based on interest, usefulness and frequency of view.
- When using websites to deliver information and advice, ensure that no more than '3 clicks' are needed to access the appropriate link/page to minimise drop-outs.
- Capture and analyse contact/web insight to better meet the needs of customers and improve customer journeys through all channels.
- Avoid re-inventing the wheel: where information is already provided by a trusted partner website, provide links to the information and do not recreate/maintain.
- The minimum amount of resource should be required to maintain information and advice.
- All websites should be mobile phone/tablet-friendly.
- All websites should be 'searchable' through internet search engines.
- Maximise the opportunities presented by social media for providing information and advice.