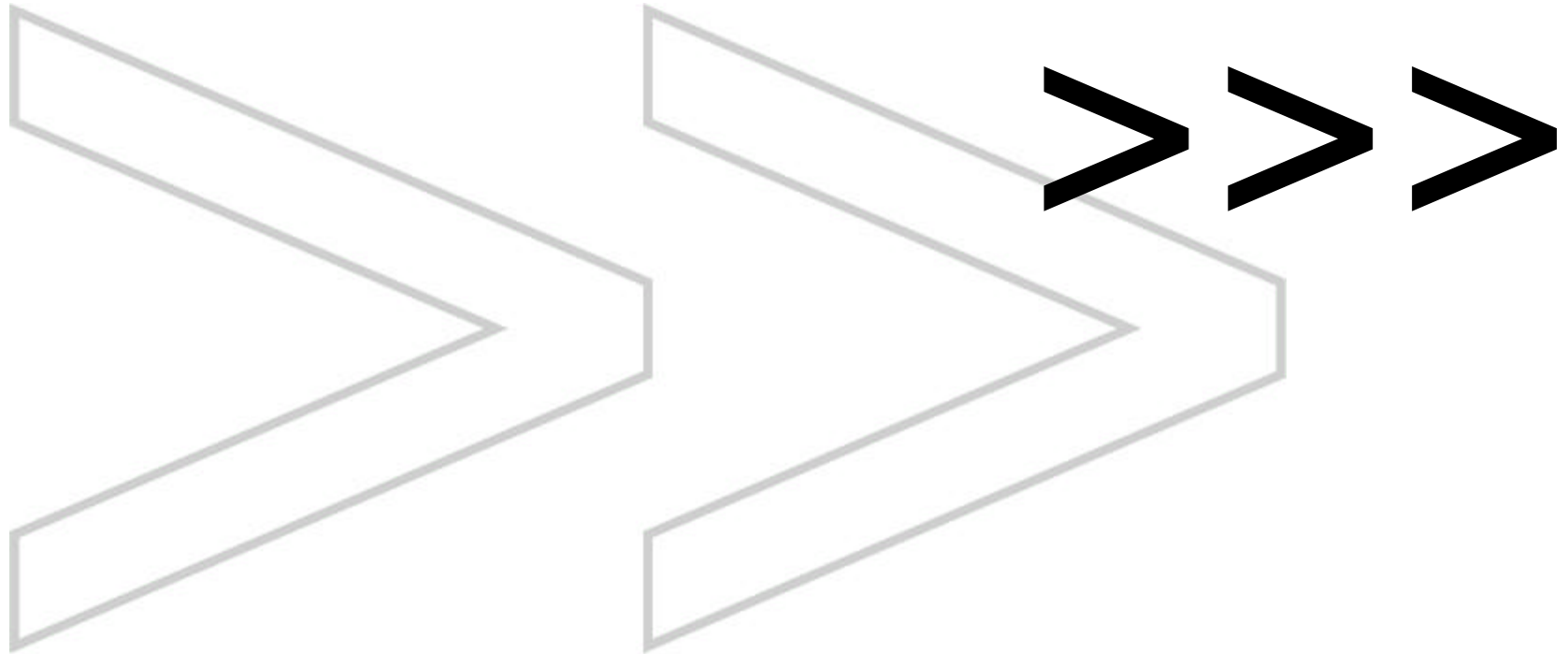


cape gateway

product definition + brand overview

7 April 2003

what is cape gateway?



cape gateway is...

"easy access to
government information
and services"

more specifically...

- a means of accessing information about government + its services
- focussed primarily on the western cape province (but not exclusively)

with multiple access channels

- telephone
- walk-in centre
- website
- plus: facilitated access through agents

important:

- cape gateway is an information product
- government services are not provided by or through cape gateway
- cape gateway is information, including information about government services

product characteristics <1 of 2>

- service can be accessed "self-service" access or facilitated
- multi-lingual content + facilitation services provided (english, afrikaans, xhosa)
- follow-up with users by staff is part of standard operating procedures to ensure fulfilment of user needs + to monitor product effectiveness

product characteristics <2 of 2>

- content + services provided + maintained directly by government departments responsible for them, compliant with standards for quality, reliability, breadth + depth
- design is centred around citizen needs through identified life events + life stages
- not: a citizens' advice centre or a complaints department

product benefits

- convenient
- simple
- empowering

product benefits

- convenient >>
- simple
- empowering
- each channel a single point of access
- 24/7 online
- from anywhere by phone
- at no cost through walk-in centre + online

product benefits

- convenient
- simple >>
- empowering
- trained facilitators
- using normal language
- organised from a user's perspective

product benefits

- convenient
- simple
- empowering >>
- least effort required to use gov't info + services
- helps users articulate their needs + find the answer
- serving the most frequent needs

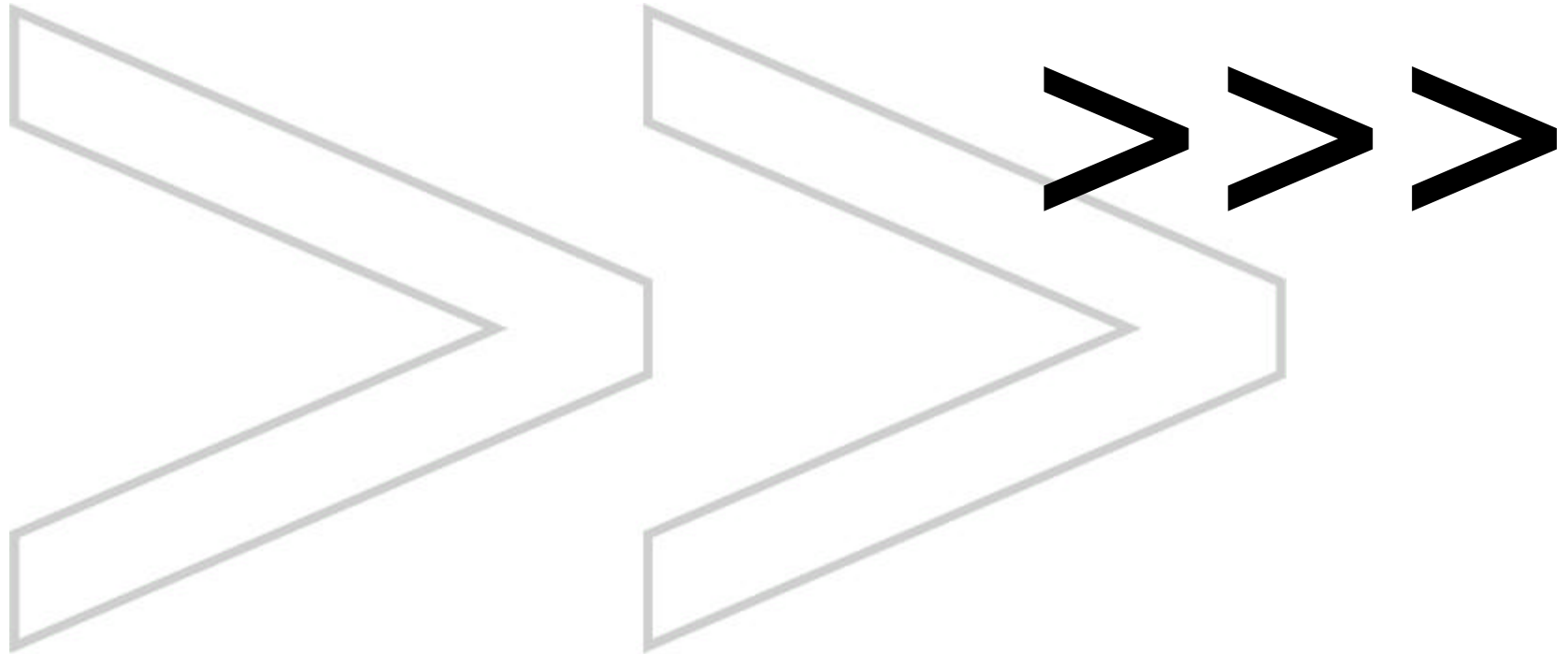
who will use cape gateway?

- residents of the western cape
- government
- those interested in the western cape

users are likely to be...

- unfamiliar with government
- unable to physically interact with government
- frustrated by complexity or past bad experience
- or: operating as a facilitator to help others

what is the cape gateway brand?



what is a brand?

- "a location in the brain"
- "a conversation"
- "a set of associations"
- not: a logo, a tagline, an advert

the critical insight

- the value of gov't info + services to most people is limited by difficulty of access and unfamiliarity with government structures, terminology + processes
- improving access + adopting a user's-eye view helps to unlock the value that government can deliver

brand proposition

- cape gateway provides simple access + clear content to help you use government information + services

cape gateway is...

- essence:

 - ...trusted, reliable + friendly

- benefits:

 - ...at your service

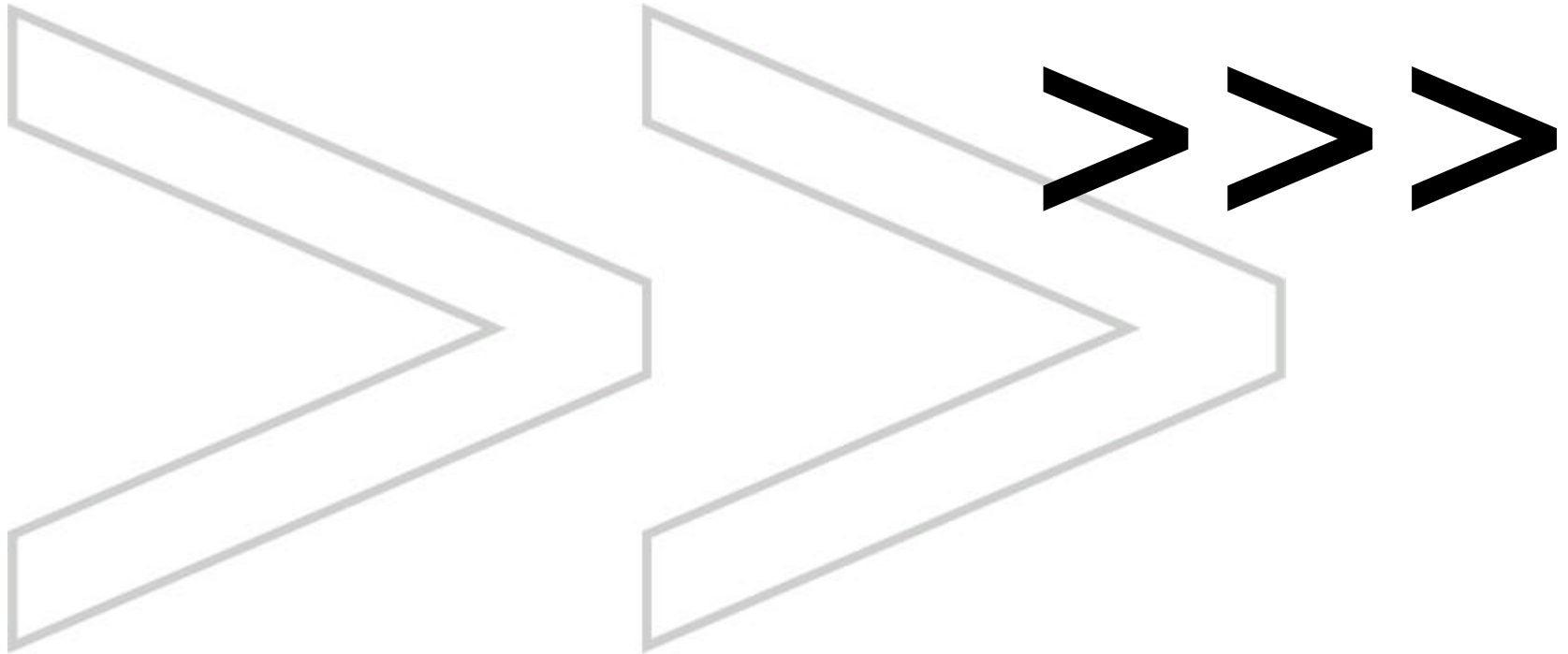
 - ...making your life easier

 - ...the simplest way to get the most out of government information + services.

backing it up

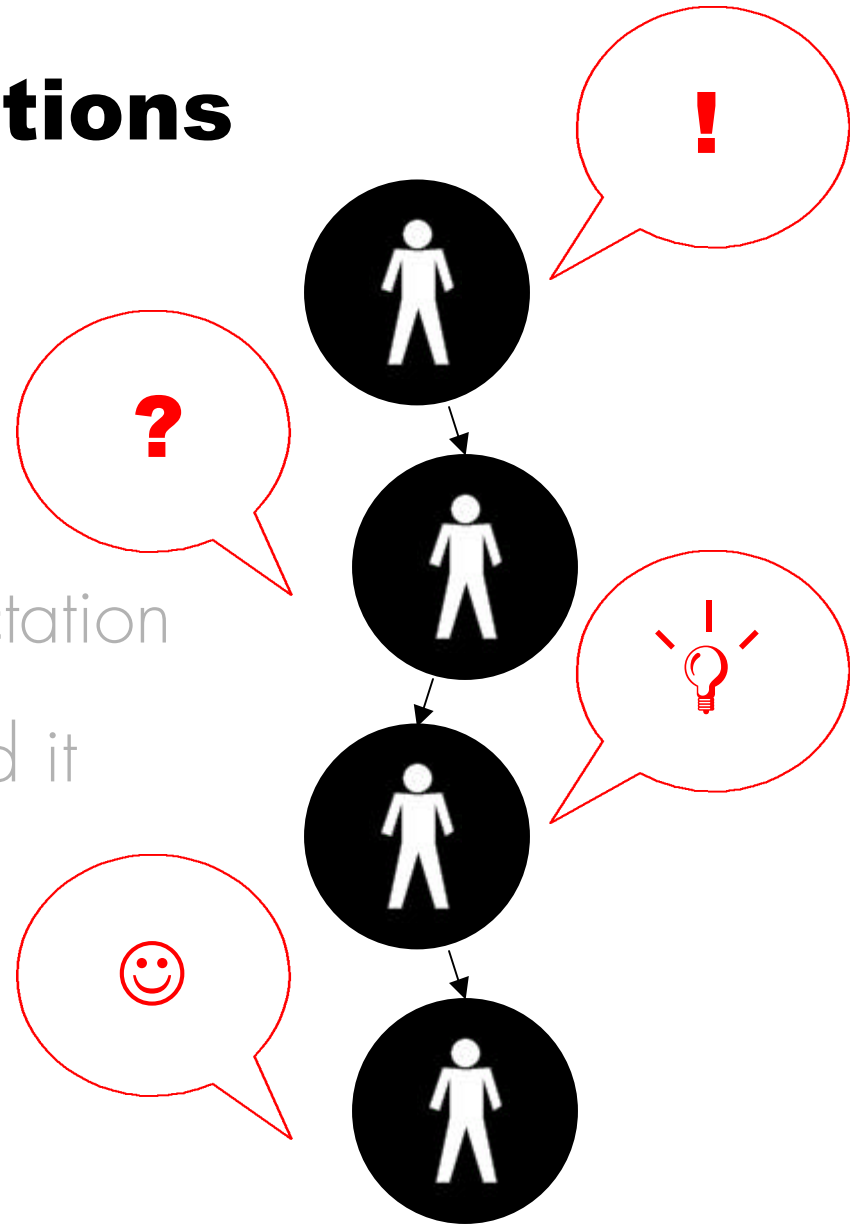
- in your language (english, afrikaans, xhosa)
- available where you are (by phone or via browser)
- designed around your most frequent needs (the 80/20 approach)
- you aren't alone – facilitation provided

bringing cape gateway to life



exceeding expectations

1. establish a connection
2. identify the 'real' need
3. identify (or set) the expectation
4. determine how to exceed it
5. do it!
6. confirm satisfaction



brand voice = your voice

- politely friendly + professional. not casual or intimate. not 'cool' or 'hip.' not formal. straight-talking.
- mature + credible, experienced. not paternalistic or professorial. a seasoned professional. worldly + cosmopolitan with perspective + context.

you must embody these qualities

- personal connection + humanity comes through
- slightly more informal than formal, but always polite + professional
- not presumptuous

in brief...

- you are on 'their side'
- be direct + specific, yet polite
- follow up + help them to follow up if they want
- understand their question, answer their question, confirm they are satisfied

why does this matter?

- you embody + communicate the brand
- you are the product as much as you use the product
- every phone call gives you an opportunity to make a difference in someone's life

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