Members Communications working group 25 November 2013

Website scores:

- **HMRC**
    - When do I need to file my tax return 4 clicks (for self-assessment anyway) Score: 7
    - What is self-assessment 3 clicks. Score: 8
    - Do I pay tax on my pension 4 clicks. Score: 7
    - Do self-employed people pay National Insurance 2 clicks. Score: 9
    - How do I know if my tax code is correct multiple clicks. Score 4

- **Manchester City Council**
    - What day does my bin get emptied Score: 10
    - How do I pay my council tax online Score: 10
    - How do I check my housing benefit Score: 9
    - I have a gas leak Score: 8
    - My neighbours are playing music at all hours Score: 10 and especially impressed by the search function, which predicts what your entering and gives you suggested prompts as you type

- **Sainsbury**
    - Where is my nearest shop Score: 9
    - What is Sainsbury Local Score: 2
    - How do I shop online Score: 10
    - Can I pay by cheque at Sainsbury FAIL! Score: 0
    - What is click and collect Score: 8

- **Apple**
    - What is a tablet FAIL! Score: 10
    - What is iphone 5 Score: 8
    - Does apple provide landlines FAIL! Score: 0
    - How much does a new phone cost Score: 8

- **SDC**

We also asked the same questions on the SDC website that we asked of Manchester:
    - What day does my bin get emptied POOR! Score: 3
    - How do I pay my council tax online Score: 3
    - How do I check my housing benefit POOR. Score: 3
    - I have a gas leak FAIL! Score: 0
    - My neighbours are playing music at all hours General advice, but there and found. Score: 5

We also made the following observations about the SDC site:

- It's our shop window, yet is too generic. Lacks Local flavour/images. Lacks real time info, like news flashes on bad traffic, weather conditions etc

- Appears clunky in comparison to, say, Manchester's site. Poor search facility

- Too many clicks to find information

- Info not presented in a user friendly manor (e.g. bin collections for Zambra Way in Seal!)

Tone of voice scores for the various websites:

Tone of voice	HRMC	MANCHESTER	SAINSBURY'S	APPLE	SDC
friendly	X	✓	X	X	✓
warm	X	✓	X	X	X
impersonal	✓	X	X	✓	–
cold	✓	X	X	✓	X
professional	✓	✓	X	✓	✓
kind	X	X	X	X	X
hard	X	X	X	✓	X
selling stuff	X	X	X	✓	X
confusing	X	X	✓	✓	X
approachable	✓	✓	–	X	✓
distant	–	X	X	✓	X
nasty	X	X	X	X	X
threatening	X	X	X	X	X
pompous	X	X	X	✓	X
pen pushers	X	X	✓	X	–
uncaring	X	X	–	X	X
User friendly	✓	✓✓	X	X (for non-Apple users)	–
trendy	X	–	–	✓	X
jargon	X	X	X	✓	X
clear and easy to understand	✓	✓✓	X	X	✓
helpful	✓	✓✓	–	X	–
trustworthy	✓	✓	X	–	✓

Overall, the group voted that Manchester was the best example.