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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