

# CHANNEL STRATEGY KEY TASKS AND DATES

Produce and Agree High Level Strategy Paper  
*END OF FEBRUARY 2012*

## AREA 1

### Diversion of ineligible callers

New Messaging

Information Package

Submit criteria for inclusion in new contracts for providers to signpost ineligible clients to alternative sources of help  
**MID FEBRUARY 2012**

Map customer journeys  
**END APRIL 2012**

Agree ownership and future operation of CLS Directory  
**APRIL 2012**

Complete review of external websites and other telephone advice services  
**END MAY 2012**

Develop and agree new messaging around mandatory gateway and online tool  
With MoJ Communication team in liaison with DirectGov  
**END JULY 2012**

Secure agreement of referral sources for non-eligible clients  
**END OF AUG 2012**

Produce new communications for HMCTS about the mandatory gateway and online tool and distribute (initial draft of package ready by end sept)  
**JANUARY 2013**

Implement new strategy  
**APRIL 2013**

## AREA 2

### Signposting Strategy

Signposting people into the mandatory gateway

Submit criteria for inclusion in new contracts for telephone providers to refer to Gateway  
**MID FEBRUARY 2012**

Publicise mandatory gateway using communication materials  
**JANUARY 2013**

Implementation of signposting strategy  
**APRIL 2013**

## AREA 3

### New Online Gateway

Agreement for funding of the online tool  
**END JANUARY 2012**

Secure specialist project management of the online tool and agree governance arrangements  
**APRIL 2012**

Agree detailed specification for online tool  
**TBC by MoJ Digital Comms**

Support development of online tool including testing/phasing of tool (working model to be ready by end sept)  
**MAY 2012 – Jan 2013**

Deploy new online tool  
**APRIL 2013**  
*provisional go live date*