

# Woking Borough Council

Using Perceptive Search from Lexmark, Woking Borough Council makes it quick and easy for constituents to find pertinent information on its website. The organization also relies on Perceptive Search to provide insight into its meeting notes and other important internal documentation.

## Challenge

Woking Borough Council's website and linked internal intranet have naturally become central hubs for anyone looking for information, which in turn helps the public and its staff efficiently connect to valuable content pertaining to the Council and its many services.

With more than 3,000 pages of content and 50,000 visitors each year, the website and intranet host an enormous amount of information that is regularly updated and refreshed. Managing this content, whilst ensuring it complies with government legislation regarding freedom of information and accessibility, is critical for the council.

When Woking Council decided to redevelop its intranet and external website, one of the main project requirements was to refresh the existing web search function to enable robust search functionality with quick and accurate results across multiple media and platforms. The council wanted users to find exactly what they needed – first time, every time.

## Solution

Having investigated a number of vendor options, Woking decided to deploy Perceptive Search, from Lexmark to provide enterprise search capabilities on the new site.

"Perceptive Search was a perfect blend of powerful, advanced features with the flexibility and ease-of-use that allowed us to create a bespoke search function that worked for our requirements," said Andrew Gresham, Woking Council web manager.

## Results

### Providing a richer website experience

With Perceptive Search, visitors to Woking Council's website and users of the intranet can use an array of advanced search options to find what they are looking for, no matter where the information is saved or its format. They can also refine these results by date, category or keyword.



## Meet Woking Borough Council

Woking Borough Council employs a staff of 500 to serve a large urban population just south of London.

- ▶ **Location:** Woking, England
- ▶ **Staff:** 500
- ▶ **Focus:** Local government

**Products in use:** Perceptive Search

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**Andrew Gresham**  
Web Manager  
Woking Borough Council

*"We work very hard to ensure the site meets strict accessibility standards and Perceptive Search lies at the heart of this. By giving visitors the best possible chance of finding what they want when they want it, we are giving every single visitor the best possible experience on the website."*

**Andrew Gresham**  
Web Manager  
Woking Borough Council

The ability to locate those important meeting minutes, an urgent planning application or forms to renew council tax is crucial for the Woking Council website's 50,000 visitors and for council employees using the intranet. Using search features like Best Bet, the council can flag pages that searchers frequently look for, like council tax or parking permits, enabling users to locate information even more quickly.

#### **Making it easier to find and share information**

Woking Council is also using Perceptive Search to index all its meeting minutes and, because the search function is hard-coded into the site's CMS, it automatically indexes other metadata, such as meeting date. This provides even more flexibility in the way people search for and retrieve information.

By linking the website with the intranet, Woking Council can quickly restrict access to certain documents, making them available only to specific stakeholders. This functionality ensures that the council complies with strict data privacy laws.

"We work very hard to ensure the site meets strict accessibility standards and Perceptive Search lies at the heart of this," Gresham said. "By giving visitors the best possible chance of finding what they want when they want it, we are giving every single visitor the best possible experience on the website."

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