

Why your proposition could, and should go paperless

We can't escape the fact that the world has gone digital. Not a day goes by where a service doesn't announce it's gone paperless, this month the DVLA's virtual tax disc has been so popular it brought the site down, in the summer many low-cost airlines introduced mobile boarding passes, and the NHS are finally rolling out a paperless patient record system.

It's almost a statement of pride when a business manages to achieve it – but what does it mean to go paperless? Why is it such an important move for businesses? Why should you consider it, and how can you achieve it?

What does it mean to go paperless?

In basic terms, to switch moments that would previously require paper, to digital methods. That could be a simple move to sending electronic invoices, it could mean creating an electronic central filing system, or it could be to change a fundamental part of the business offering to a digital solution. The underlying principle should be that the act is enhanced significantly by carrying it out through digital methods.

Why is it such an important move?

We live in a society where 7 in 10 people own a smartphone, with 90% of mobile owners switching between devices to complete a task. People are not just comfortable with digital services, they embrace it, they demand it. This behavioural shift is apparent not just in our private lives but also at work – recent Forrester research shows [66% of employees](#) are using at least 2 devices to complete their work tasks. This isn't about just reducing the amount of paper waste a business generates, moving to a paperless proposition is about keeping up with user demands.

Why should you consider it?

A shift to paperless will improve your business efficiency and save you significant time and money. Internal tasks can be achieved on the go, shared, received, amended, proofed, corrected and approved instantly, by multiple parties, all working off the same document. If handled and stored correctly it can virtually eliminate mistakes caused by human error. Workflows become cleaner, clearer and more collaborative. The business becomes smarter, more insightful, more flexible and adaptable. And the most important factor – it gives the customer exactly what they desire from your services – flexibility, accessibility, and a great experience, on the go.

How can you achieve it?

The first step is to consider the behaviours and objectives of all the users. Built from there, a self-serve digital tool can be designed that can replicate the paper method. Using responsive design methods makes the solution immediately accessible on multiple devices – those that exist now and in the future. Integration with existing systems, databases, networks and 3rd party apps become achievable, opening up a world of possibilities for where to take your proposition next.

Our websites offer a future proof & seamless approach to your online offering. We shape digital self-serve tools around client and user needs, solving problems that current paper methods may create.