


Getting started with secure digital delivery

A step-by-step guide to implementing secure digital delivery as part of a broader customer communications strategy.



As local councils strive to enhance their communication and service delivery, ensuring the security and receipt of sensitive information is paramount.

Secure digital delivery has become a crucial component of a successful customer communications strategy. It offers enhanced security, efficiency, and customer engagement. Not to mention guaranteed delivery.

It's especially useful for essential and sensitive correspondence like rates notices, other invoices and planning documents.

This guide outlines the steps local councils can take to get up and running quickly with low-tech digital delivery.



Step 1: Understand Secure Digital Delivery

It's important to understand exactly what we mean by digital delivery, and how it differs from email.

Email, while convenient, poses security risks like phishing attacks, data breaches, and malware. Lack of encryption leaves messages vulnerable.

Secure digital delivery methods, like Payreq, send documents and information through digital platforms that ensure data protection and confidentiality.

Unlike traditional email, these platforms use advanced encryption and authentication methods to prevent unauthorized access and data breaches.



Step 2: Assess Where Digital Delivery Fits in With Your Current Communications

Not everything needs to be sent by secure digital delivery. An invite to the local community open day is perfect as a regular email or a flyer. A reminder about an overdue pet license works well as an SMS (as long as there's no sensitive information involved). But a rates notice which contains personal information and financial details should certainly be sent securely.

Compounding the challenge of turning to a digital delivery solution is the fact that significant percentages of customers (including many from older generations) aren't comfortable with digital interactions beyond email, so must continue to rely on postal services.

The answer for organisations is to offer customers communications via legacy post and email channels, while transitioning the majority to a more secure digital solution that offers them total control over their information.

Evaluate your current document delivery and communication processes and identify areas where security vulnerabilities exist, such as unencrypted emails or physical mail.

Then determine which types of documents and communications require heightened security measures.

Step 3: Choose a Secure Digital Delivery Platform

Digital delivery should obviously empower your customers to choose how to receive and pay their rates more securely. It should also free your team to do more important things. They have better ways to spend their time than tracking down people who have moved home, dealing with returned mail, or answering requests for rate information.

Look for a platform that offers these things at a minimum:

- End-to-end encryption - ensures data is encrypted during send and storage, making it inaccessible to unauthorised parties.
- Robust authentication - user verification processes to confirm the identity of recipients.
- Audit trails - comprehensive logs that track the delivery and access of documents, providing accountability and traceability.
- User-friendly interface - an intuitive platform that is easy for both council staff and citizens to use.
- Great support - this will take a whole lot of pain off your team.

But don't just settle. Your platform should also offer:

- Flexible payment solutions – using any payment method.
- Access to documents – historical and current (at any time).
- Useful software integrations – from Xero to banking apps.
- Email notifications – to avoid missed documents.
- A group billing solution - help your agents run more efficiently and get paid quicker.
- A low-tech integration - so you don't have to get the whole organisation involved.



Step 4: Implement and integrate

Integrate the chosen secure digital delivery platform into your existing communication systems. If you've chosen the right platform, like Payreq, this shouldn't be too hard.

Ensure that all relevant departments are aligned and that the platform is configured to handle various types of documents and communications securely.

An important part of implementation is training the team. Conduct training sessions for council staff to familiarise them with the new platform.

Emphasise the importance of security protocols and demonstrate how to use the platform effectively. Ongoing training should be provided to keep staff updated on best practices and new features.

The saying "you need to see it to believe it" is so true. Especially with new technology.

Show the team how easy it is to send, track, and manage digital documents securely. The Payreq team can facilitate a demo and highlight features such as encryption, authentication, audit trails, and user-friendly interfaces.



Step 5: Notify and Educate Your Customers

Inform citizens about your new secure digital delivery offering by emphasising its benefits, such as enhanced security, quicker access to services, reduced risk of lost documents, and less environmental impact.

Provide clear, step-by-step instructions on accessing and using the service through various channels: council newsletters, rates inserts, website updates, and community meetings. We can provide a marketing pack to help with this.

Use social media campaigns and email notifications to reach a broader audience. Additionally, host informational webinars and workshops to offer hands-on demonstrations and answer any questions, ensuring a smooth transition to the new system for all residents.



Step 6: Analyse and Optimise


Regularly monitor the performance of the solution. Use analytics and feedback to assess its effectiveness and identify any issues or areas for improvement. Ensure that security measures are continuously updated to counter emerging threats.

Collect feedback from both staff and citizens to understand their experiences with the new system. This will help identify any usability issues and areas where additional support or training may be needed.

Keep a clear line of communication open with your provider so you can share feedback and action it quickly.

Secure digital delivery is an evolving process. Stay informed about the latest security trends and technologies, and continuously improve your system to enhance security and user experience.

Regularly review your policies and procedures to ensure they remain effective and compliant with regulations.



Implementing secure digital delivery is a critical step for local councils to protect sensitive information while improving communication efficiency.

By understanding the principles of secure digital delivery, selecting the right platform, and continuously monitoring and improving your processes, you can safeguard data and provide a better service to your community.

Start your secure digital delivery journey today and ensure your council's communications are both efficient and secure.

Stay in touch

We hope you're as excited about this opportunity as we are. It's a great way to grow our businesses together. Drop your account manager a line if you have any questions.

About Payreq

Payreq reimagines the way organizations interact and transact with customers and employees. The Payreq platform provides secure-by-design, private digital spaces — accessed online or via an app — in which two parties can share and manage information.

Payreq works with organizations around the world, including government agencies and multinational corporations, saving them time, money and needless admin by transforming their processes across billing and payments, payroll and documentation sharing. For more information visit www.payreq.com.

