

Digital vs Innovation - Redbridge RCL



Vision RCL stands as a beacon of innovation, committed to delivering streamlined and efficient services while retaining a personal touch. We seek to provide a swift and responsive experience, tailored to the unique needs of our users, ensuring every interaction is not only quick but also meaningful.

What was your digital innovation?

One example of a recent digital innovation implemented by Vision RCL was the use of the 'Recite Me' toolbar across all webpages.

What inspired you to deliver and implement this digital innovation?

Through a combination of customer feedback, an understanding we operate in one of the most culturally diverse boroughs in the country, and a commitment to making every interaction meaningful for our diverse user base, Vision RCL recognised the necessity of digital innovation in solving challenges around language barriers and browser limitations experienced by website users.

Aware of remaining relevant in an increasingly digital world, where customers' first point of contact often occurs online, Vision RCL understood the importance of embracing a digital innovation to solve the problem outlined above.

The Recite Me toolbar, now implemented across all Vision RCL webpages, emerged as the clear solution, enabling users to translate our website (and its content) into any language and access vital information effortlessly. Alongside the translation tool, Recite Me offers a suite of other on-demand accessibility tools, including screen reading, font customisation, colour adaptation, and more.

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What benefits have you seen since implementing this digital innovation?

Since implementing the Recite Me toolbar, we have observed significant benefits; from a sport and physical activity perspective, we have seen a more diverse range of communities engaging with our website and booking activities. However, perhaps more importantly, it's also helped raise awareness about web accessibility more generally. This project has therefore not only enhanced our digital products but also helped to develop a culture of inclusivity within the organisation. By making our digital services more accessible, we have empowered users to access a wider range of services and engage more meaningfully with our offerings.

Whilst we have seen some real benefits, as with any digital innovation, it is important that our users know this new functionality exists, therefore, we are also taking steps to educate our audience, raise awareness of the new feature, and encourage local residents to make the most of it.

Looking ahead...

Looking ahead, Vision RCL remains committed to digital innovation, recognising its role in enhancing customer experiences and maintaining relevance in a rapidly evolving landscape. By identifying customer needs and pain points, researching potential solutions, and thoroughly testing new systems, Vision RCL is confident in continuing its digital innovation journey.

In summary, the Recite Me toolbar not only aligns with our commitment to inclusivity and accessibility, ensuring that everyone, regardless of their needs or background, can access and use our digital products - but it has also delivered on this agenda across sport and physical activity as the solution enables more people to search, find, book and participate in a range of activities.

Vision RCL's journey serves as an inspiration to community sport and physical activity organisations across London, highlighting a myriad of benefits digital innovation can deliver, and the positive impact it can have on physical activity levels for individuals and communities.