

Deliver insight and drive citizen value

How public services can achieve greater efficiencies

Build your universal citizen view with Experian's data and tools

Why a universal customer view?

Public services have been put under increasing pressure for a number of years from a combination of falling budgets, increasing demand for services and changes in the kinds of services expected from them.

On top of that, the drive for digital by default and greater transparency has led to huge demands on stretched resources within IT and data teams. The Experian Global Data Management research revealed that with data security being a clear priority for 68% of public bodies, there is little time left to support the business with accessing and preparing data for analytics – perhaps limiting the efficiency gains to be had from analytics and automation.

With the need to transform processes and do less with more, organisations in the public sector are turning to the kinds of technologies that were previously considered out of reach financially or applicable only to huge financial institutions. One of these is commonly referred to as a Universal Customer View (UCV) in the private sector but in the public sector is more accurately known as a Universal Citizen View.

Build a foundation of high quality data

With citizen data central to so many parts of the public sector (from budget planning, service delivery, emergency services, tax collection and so on), the need for accurate and actionable data is absolute. If a call centre operative cannot easily locate data on a vulnerable adult when their carer is on the phone, it could lead to delays in support and very real consequences for that citizen.

The use of advanced analytics is also becoming more prevalent in the public sector and again, without high quality data, the value that can be gained from investing in data science, automation or many common enterprise technologies will be lost. Experian argues that a UCV can only be achieved when analytics is powered by high quality data on individuals, households and areas.

It's therefore critical that this power to change an organisation for the better is put in the hands of the business experts. Our Data Management Research also told us that with around 20% of data project time being spent by IT preparing the data for the business, there is a gap in skills that's having a negative impact on the project and the resources of both IT and business people. That's why usability of data management solutions and reliable citizen data is a key requirement.

Achieving a universal view of the citizen

At Experian we talk about a 'universal view'. This is one that moves beyond that traditional notion of a more technical 'single customer (or citizen) view' and combines analytics with database technology and data enrichment to develop a deeper, more meaningful understanding of people, their needs and motivations.

For the public sector, the need for insight goes beyond just the kinds of efficiencies in customer service and communications that your typical private sector project would deliver. Here the focus is on uniting services across public health and the wider local authority, identifying patterns in crime to better direct patrol resource or analysing changes in the demographics of a population to predict future needs for schooling, housing and transport.

A unique view powers positive policing

One case in particular stands out as a good example in the public sector. Cleveland Police worked with Experian to create a 'golden nominal' to reduce duplication of data and speed up the process of getting officers to those in need. From a database of 1,867,000 records in an area with a population of 600,000 there was clearly a problem. With a unique view of its citizens, Cleveland Police were able to drastically reduce duplicates and poor quality data to increase the effectiveness of call handlers, meet regulatory commitments (in the shape of MoPI 3 legislation) and produce 23 automated yet bespoke weekly reports to monitor data across their organisation. Cleveland predicts savings of £250k per year in manual data costs and are exploring how they can use this pioneering program to better serve their community in areas such as crime prevention, identification of vulnerable persons and better collaboration with other forces.

A Universal Citizen View combines the power of high quality data with data enrichment, data management and data analytics to transform the governance and use of data across an organisation. With the need to do more with less, basing decisions upon unique and accurate data can save money and improve the quality of service to citizens.

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How can Experian help?

The challenge of trying to instigate order and structure across data silos and then maintain this over time can seem like a Herculean task. However, at Experian we firmly believe that it doesn't require costly IT undertakings to truly benefit from a universal view of your customer base. It's simply a case of having the capability to build a consistent actionable data-set that is accurate and can be maintained over time.

We have developed a 4-step approach to addressing the data management needs of public sector organisations using Experian's data management platform, Aperture Data Studio, combined with Experian's contact data validation tools and extensive datasets.

Our approach focuses on the data and provides a methodology that will consolidate, clean, fix and link your customer data and enrich with additional information providing enhanced insight. This can be done within your environment or, to further remove the complexity of such a challenge, within the domain of Experian's secure hosted environments.

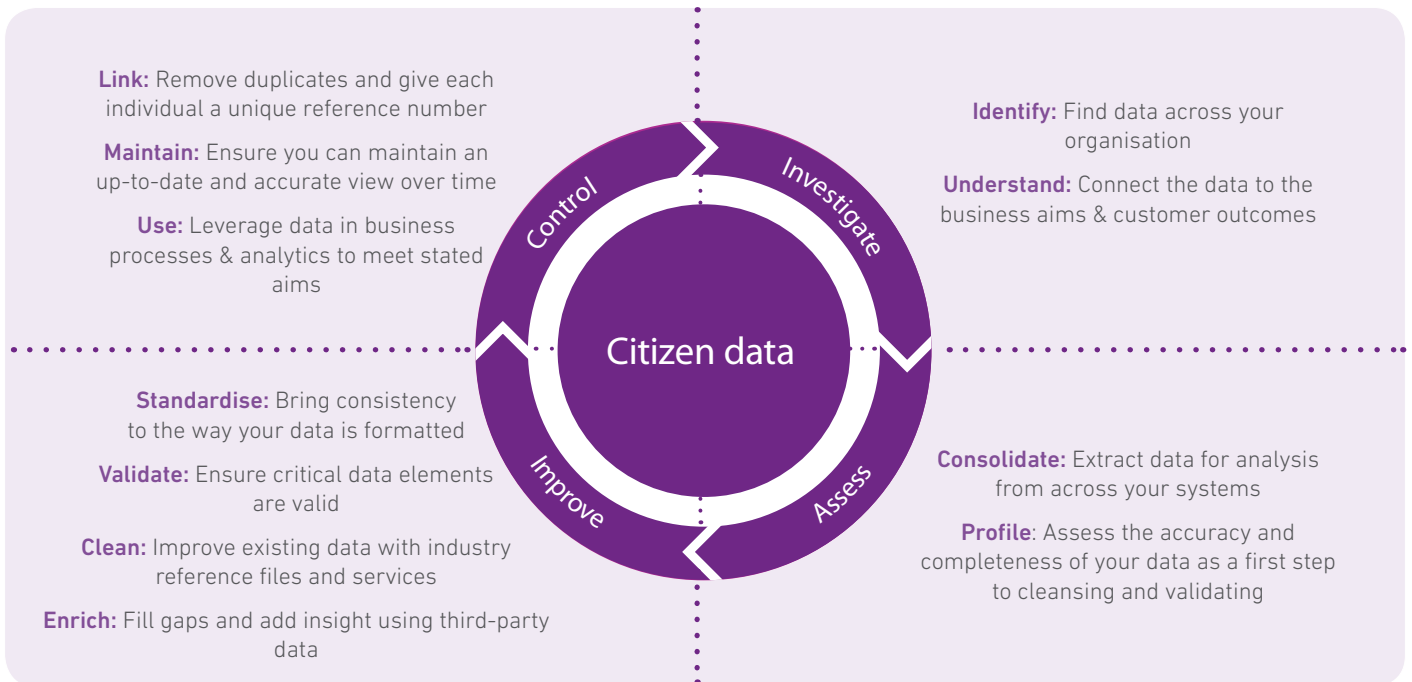
To get you started, our team will be happy to conduct an audit of your data to show you what state it's currently in and what you can

achieve. From here, we can tell you what you need to do in order to bring your data quality up to the standard it needs to be if it's going to feed into a successful Universal Citizen View.

“We've undertaken our own detailed evaluation and are delighted with how Experian's Golden Nominal solution is performing. It's exceeded initial expectations and we've been impressed by the professionalism of Experian's consultants. We see this as a long-term investment but already there's significant efficiency savings in terms of resource and, importantly, our ability to serve the community.”

— Maria Hopper, Data Protection Manager, Cleveland Police

Experian's 4 step approach using Aperture Data Studio.



Contact dataquality@experian.com or call 0800 197 7920 today to arrange an audit of your data.