

The data journey: How IT can navigate the path to better citizen insights.



Set the scene



£8bn
government
funding shortfall
by 2025¹.

Data can be used to tackle the biggest issues faced by the community:



268,560
households
at risk of
homelessness².



5.6million
people needing
hospital
treatment³.



388,490
children in
need⁴.

All service delivery areas can use data to affect positive change:



Customer and Digital Services



Social Care



Revenues and Benefits



Highlight service delivery benefits

- Track delivery of strategic objectives
- Identify compliance issues
- Demonstrate safeguarding
- Measure citizen satisfaction

- Better identify those most at risk
- Implement preventative strategies
- Increase personalisation of care
- Predict demand to sustain service delivery

- Identify those experiencing poverty
- Build payment plans and prevent homelessness
- Reduce service costs
- Identify citizens wilfully avoiding payment



Consider the risks

1



Keeping information

Securely and centrally stored

2

Accurate and properly managed

3

Interactive and easily consumable

Safeguarding

50,010 children need a child protection plan⁵

Financial

3% council tax rise needed to avoid services being cut⁷

Security

700 data breaches reported by councils last year⁹

Regulatory & Compliance

Cabinet Office recently fined **£500,000 for data breach**⁶

Citizen Experience

Face-to-face interactions cost **£14** vs online interactions that cost **17p**⁸

Data Governance

39% citizens do not know how their personal data is used¹⁰



... is key to avoiding a number of risks.



Prove the point



Drive Executive & Cabinet results

Deliver interactive KPI insights accessible on any device



Combat fraud & error

Identify potential fraud and discrepancies across systems



Improve Social Care outcomes

Use modern tools to build a single view of citizens in weeks vs months



Prevent homelessness

Combine records from multiple sources to identify those struggling



Reduce debt

Identify those financially struggling with a single view of debts



Enhance Customer & Digital Services

Correctly identify citizens at point of contact to drive satisfaction

Contact US

Find out more about how Simpson Associates can help you get started on your data journey today or download our Citizen Insights Accelerator Flyer