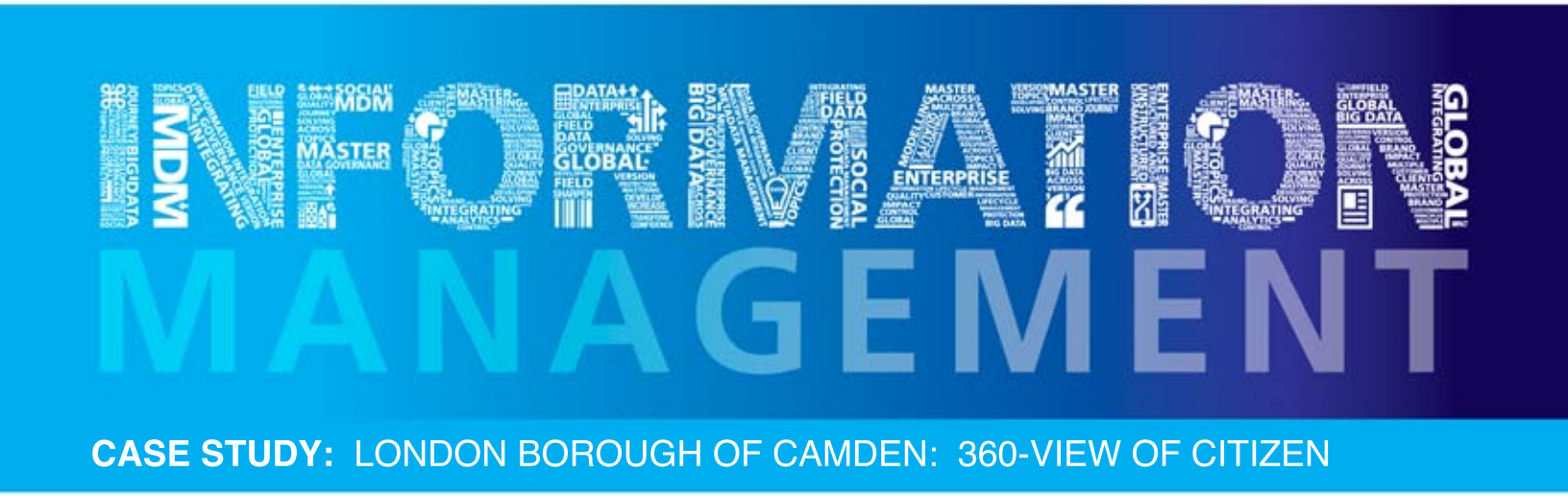
entity trusted information innovation

Camden



CASE STUDY: LONDON BOROUGH OF CAMDEN: 360-VIEW OF CITIZEN

BACKGROUND

With an increased emphasis on regionally shared services, budget reductions, and compliance with the Data Protection Act, Camden required the integration of citizen information across all departments and to provide a single view of residents' data.

CHALLENGES

The challenges of the project were to streamline operational efficiencies by:

- reducing administration costs
- improving data quality
- improving customer service
- minimising benefit fraud and budget overspend

SOLUTION

Entity implemented the IBM InfoSphere MDM solution within only four months, providing a comprehensive Single View of Citizen across CRM, housing, benefits, adults, council tax, children services, electoral register, e-forms and library systems.

Entity's role included:

- Unifying 220,000 citizen records
- Identifying and mapping out the systems which hold the most accurate information
- Matching and linking citizen records to form a single view of citizen
- Identifying change of circumstances recorded on council systems and pass back to council departments

BENEFITS

The implemented solution was delivered on time and to budget, the solution helped the London Borough of Camden to:

- Reduce fraud – by improving collaboration and enhancing data quality, enabling "right first time" services. The original proof of concept identified that preventing a single case of tenancy fraud would realise £216,000 of savings per annum.
- Improve customer service - by uniting previously siloed information and gaining a 360-degree view of how residents engage with services (prior to the implementation the electoral registration team was fielding about 80 calls per day from other teams just to check residents' details).
- Reduce administrative inefficiency and cost
- Improve data quality

The solution has subsequently been awarded the **2014 UK Government Computing Transformation Award** in partnership with IBM and Scisys.

"Our peers from other councils literally gasp when we tell them how quickly we got this up and running, it's a testament to the positive, non-adversarial relationship we built with SCISYS and Entity Group. Equally, getting buy-in from the service teams before we started the technical implementation was absolutely vital to our success.

What it does is show us which services are engaged with which residents, so we can provide a better, more joined-up service to them, and make more informed strategic decisions by looking at service usage patterns as a whole."

Stuart Farina, Senior Business Analyst,
London Borough of Camden