



# North Lanarkshire Council uses Civica's Master Data Management to improve citizen satisfaction



North Lanarkshire Council in Glasgow, Scotland, has been partnering with Civica for more than 10 years. In 2017, the Council engaged in a further phase, using Civica's Master Data Management Solution, MultiVue, to help streamline the Council's Citizen Portal.

The Citizen Portal is an online service in which citizens of North Lanarkshire can sign in to access a variety of tasks and services, from having a pet microchipped to learning the recycling schedule in their neighborhood, to arranging repairs on their home or accessing council data.

Prior to the Citizen Portal going live in March 2017, there was a very disconnected online presence. Citizens had the ability to conduct their business online, but tasks were disjointed and difficult to find or access, and often required that they sign in multiple times to access various departments and services.

## Identifying the citizen

In order for North Lanarkshire's citizens to conduct their business and access the Portal quickly, the Council needs to know who they are. In the past, citizens might have certain pieces of information about themselves within each separate department or system.

"We spoke to our citizens and the feedback we received was that they wanted to be able to get in, get what they wanted, and get out quickly again—so we knew we needed a way to clean up and condense the data on the back end, to simplify and improve the front-end user experience,"

Peter Tolland, CIO, North Lanarkshire Council

## Outcomes

- ▶ Improved user experience and simplified process for the citizen
- ▶ Single sign-in and integration with mygov.scot online account
- ▶ One 'golden record' for each citizen
- ▶ Tangible cost savings and efficient service delivery
- ▶ Used MDM solution to increase complete and accurate data records from 7,000 customers to 86,000
- ▶ Won a Verint EMEA Digital Engagement Award for innovative thinking on the citizen portal project
- ▶ Using enriched data to further expand customer portal with AI and chatbot functionality.

Seamless citizen experience



Golden record for each citizen



Award winning innovation



With the information fragmented across different back-office systems, the Council would struggle to get the necessary information to allow citizens to access what they were looking for, and often, the interaction would lead to a cumbersome experience or a phone call or face-to-face visit in the end.

Now, Civica's MDM system sits at the heart of the Portal, creating one "golden record" of each citizen, generated from the disparate information in the separate systems. The effect is that now, when the citizen logs on, that information can be called forth only one time, instantly. This gives the citizen access to all the services they need, through only one login.

" Feedback from our citizens has been very favourable . They love the ability to change their personal details and identifiable information on the system in real-time. With Civica, we can link all our back-end tools together, so that when citizen data—including address information, births and deaths—changes, we know who they are, and we can update their information automatically"

**Peter Tolland**, CIO, North Lanarkshire Council

" In the time that we've been using an MDM solution, we've gone from having about 7,000 customers who have all five standard data elements (first name, last name, address with postal code, gender, and date of birth) listed in our system to about 86,000."

**Peter Tolland**, CIO, North Lanarkshire Council

North Lanarkshire is also expanding what they can do with data through a recent partnership with the [Open Data Institute](#) (ODI) in the UK. As their website notes, the ODI "works with companies and governments to build an open, trustworthy data ecosystem, where people can make better decisions using data and manage any harmful impacts."

North Lanarkshire and ODI have developed a [toolkit](#) that organisations can use to process, de-identify, and anonymize data sets, thereby automatically creating an open data set that anyone can access. The ODI has told North Lanarkshire that they are the first ones to come up with the idea.

## A streamlined citizen experience

Across Scotland, all citizens can choose to have a [myaccount](#) online identity, and each government department or service must provide its own separate services within the [myaccount](#) platform. But many Council areas choose to do this by having separate sign ins—each within myaccount—for every unique department or service.

North Lanarkshire stands apart with Civica by simplifying this process for the end user; in December 2017, the Council won a [Verint EMEA Digital Engagement Award](#) for their innovative thinking on the Citizen Portal project.

## The future

North Lanarkshire is also working with partners on the development of an artificial intelligence chatbot for the Portal. This feature will allow citizens to have access to interactive services and information 24/7, 365 days a year.

Importantly, it will also free up a lot of the human resources at North Lanarkshire to focus on other Portal priorities and allow them to help answer citizen questions that they might not have otherwise had the bandwidth to address.

"The chatbot's ability to learn is directly linked to the meaningful data it has access to. Because of Civica, the chat bot has access to a vast array of accurate citizen data, enabling it to make connections, and thereafter access the back-office systems in order to help with queries and transactions," explains Peter.

" This is what we believe digital engagement should look like in the future. Whatever is going on behind the curtain for citizens—whether that's text messages or chat bots or government services login platforms—the experience should be seamless," says Tolland. "In terms of our access to the clean data we need to make this a reality, Civica's MDM solution is at the heart of it all. Civica has allowed us to be truly transformational in the way we're approaching digital evolution, and more importantly, how we're approaching our citizens."

**Peter Tolland**, CIO, North Lanarkshire Council

VisionWare Ltd trading as Civica