



# CESvotes

Achieve meaningful engagement and help increase voter turnout with **the leading digital democracy platform**

Civica Election Services has been at the forefront of digital democracy since running the first online voting project in the UK in 2000. Our secure cloud voting platform is now used by millions of voters each year.

To achieve meaningful engagement and strong turnout from your electorate, it is important to build and maintain democratic dialogue year round. Digital transformation provides a great opportunity for organisations of all sizes to involve stakeholders in their democratic processes, whilst also supporting wider commitments to reduce environmental impact and lower spend.

We understand the needs of our customers and their electorates are varied. Our core online voting solution, CESvotes, is therefore designed to work in tandem with traditional voting methods including postal, telephone and SMS voting. This ensures accessibility for all your voters and helps maximise turnout.

Secure, robust technology is the cornerstone of our products. Our software is continuously monitored, maintained and updated to meet the highest security standards. Our election experts work with you to achieve the best approach and outcomes for your specific project.

## Why choose CESvotes:

- ▶ End-to-end support throughout election process, from the nomination stage through to post election analysis
- ▶ Generates meaningful real-time analysis, insights and reports on voter behaviour

- ▶ Works in tandem with traditional voting methods including postal, telephone and SMS voting – enhancing accessibility and helping to maximise turnout.

## Core features of CESvotes:

- ▶ **Vote** – secure vote capture
- ▶ **Platform** – fully branded website which evolves throughout your election
- ▶ **Nominate** – captures candidate applications to stand
- ▶ **Video** – recorded, animated and streamed video services
- ▶ **eLearner** – supports and educates potential and successful election candidates
- ▶ **Dashboard** – powerful election insights to help understand and increase engagement
- ▶ **Voter Profiling** – research into voters and non-voters for deeper insight into your electorate's engagement, including advice on improving participation.

21m

emails distributed to eligible voters each year



98%

client satisfaction



500,000+

voter feedback responses informing future developments



“The new online voting platform prompted a huge increase in member engagement online. It was reliable, user-friendly and the whole election experience was fully branded; from initial email to reminder emails and the platform. Overall it was a more interesting and engaging process.”

Southern Co-operative