ASTUN TECHNOLOGY

Astun Case Study

Industry: Local government
Country: UK

05/11

Logger – Map Based Fault Reporting and Public Consultation

iShare's 'Logger' module, as its name suggests, enables fault and incident logging via a map. Incidents such as broken street lights, abandoned cars, fly tipping, graffiti, potholes etc. with their unique IDs and precise locations are passed directly to backend service systems. Logger can be used by the public through a Local Authority website or in the Contact Centre for precise location of faults reported by telephone. In a more recent innovation, Logger has been used successfully for public consultation on planning proposals.

Key benefits of Logger

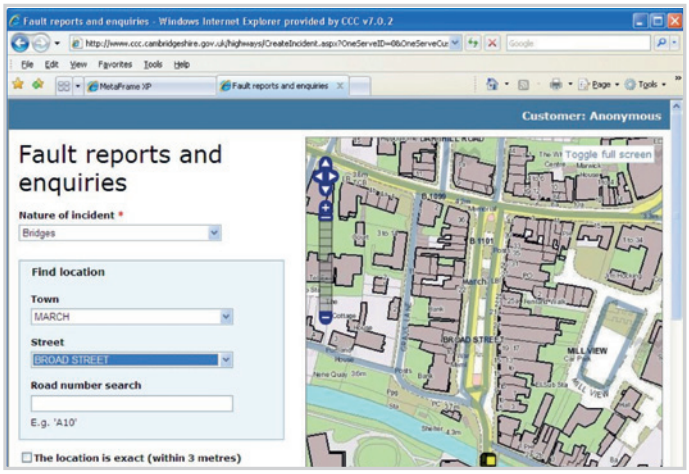
- Map based reporting for CRM and Public websites
- Substantial savings and efficiencies through 'Avoidable Contact' and 'Channel Shift'
- Improved interface between the Contact Centre and the service
- Improved customer service delivery at lower cost
- Convenience through 'do-it-online', self-serve fault and incident reporting
- Online public consultation

Cambridgeshire County Council – Highways Fault Reporting

When Cambridgeshire set out to procure and deploy a new online mapping product it was looking specifically for one with transactional capabilities, including the ability to identify a point on a map which could be fed directly to a backend service system.
The online mapping procurement coincided with the Cambridgeshire Highways Department's Reporting Project for which the Logger module was a perfect fit. Highways needed the facility to record and track issues, a way to capture coordinates and capture other objects and assets such as traffic signals. Integration was required with the Council's Insight Streetworks and Highway Asset Management system. Insight provides web services to enable other systems to integrate with it, create the customer calls and also provide the facility to pull out the current call situation.

Integration with Insight, the OneServe CRM in the Contact Centre and the Council website is achieved via a BizTalk server, with Logger providing the mapping functionality in both cases.

With Logger it is now possible for a person, using a map, to communicate the location of a pothole, faulty traffic signals, issues with trees, bridges etc. That information goes from Logger via Biztalk to enable a works order to be raised. Insight passes data back via Biztalk to Logger in order to switch objects off when a fault has been repaired so that the status is correct on the map. Logger went live to the Contact Centre team in early September 2010 and live to the public in December 2010.



Logger enables simple map based fault reporting

The version in the Contact Centre allows the reporting of more issue types, but essentially both use the same interface with the same mapping layers. Reported faults are also visible in the Highways Faults layer of the 'My Cambridgeshire' section of the Cambridgeshire County Council website, part of Astun's wider iShare solution.

Business Drivers

The main business case behind this deployment of Logger was 'Channel Shift', i.e. to reduce the number of calls coming into the Contact Centre and shifting those to the online channel. Improving the speed and efficiency of response to calls was also identified as a key driver.

Outcomes

Using Logger, the interface between the Contact Centre and Highways has been improved. With Logger and CRM integration there is no double entry of information and location is communicated by a precise dot on the map. Within Insight the location stays with the incident throughout the process. If an engineer raises a works order associated with a particular incident then that too would include the location details, improving continuity. From the customer point of view the fault remains visible on the map until it has been dealt with. This means that Highways no longer has to deal with phone calls from the Contact Centre querying progress, another considerable saving.

Another inefficiency, double reporting, is also eliminated. A person using the maps on the website to report a problem can see immediately if the problem, for example a pothole, has already been reported. Staff in the Contact Centre also benefit from this visibility, when someone calls in to report the same pothole they can inform the

Winner 2008 Exemplar Award – Best Business Process Transformation
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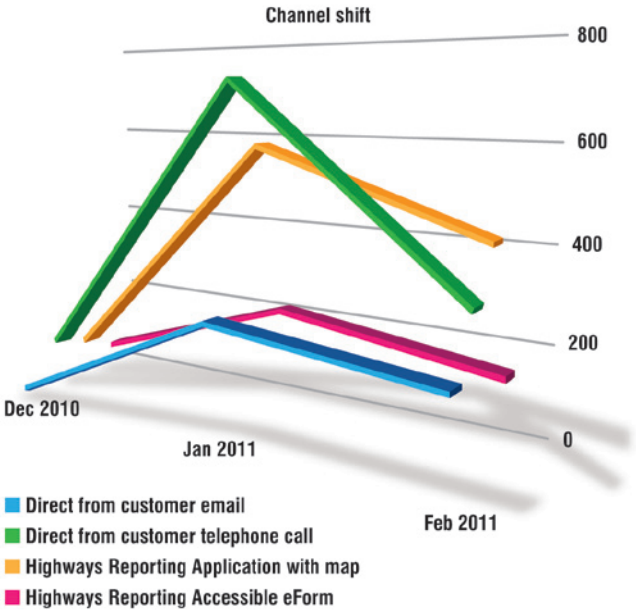


Early results are promising with nearly 40% reporting by map

caller that it has already been reported and is in the process of being dealt with.

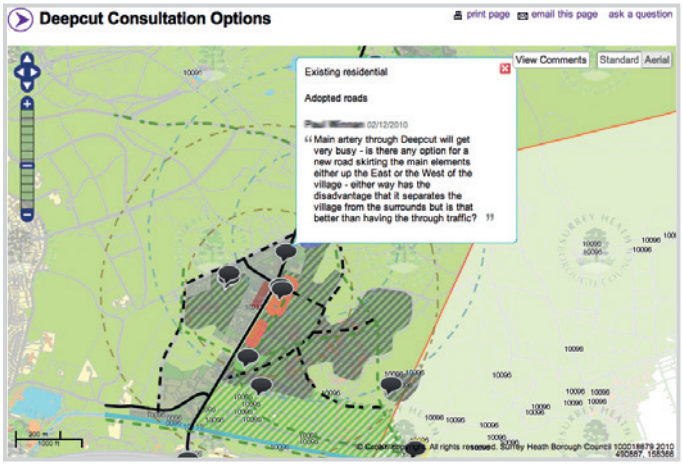
From December 2010, when the online application was launched, to Jan 2011 there was a huge increase in the number of people using the map to report faults with a reduction of almost 400 phone calls to the Contact Centre to report a Highways issue. The comparison with February 2010, despite different weather patterns, shows a significant reduction in calls to the Contact Centre. Together with eForm reporting this represents considerable 'Channel Shift' achieved before any promotion of this facility had even taken place.

Surrey Heath Borough Council – Public Consultation

The first deployment of Logger was at Surrey Heath Borough Council where it was integrated with the Council's Lagan CRM for reporting abandoned vehicles.

In 2010 the Council embarked upon an innovative project that used Logger for the public consultation phase of the Deepcut Barracks redevelopment. The consultation ran from November 2010 until January 2011. As well as the usual public exhibition, a new section was posted on the home page of the Council website called 'Consulting the Community' with a link to the Deepcut consultation. Here citizens were able to access detailed information about the 4 different development schemes.

Using Logger the schemes were presented on maps with four viewable layers, one for each scheme, which could be selected in the left hand pane. The user simply selected the scheme and then zoomed into the map for a closer look. As the user's mouse hovered over the map, different site specific 'speech-bubbles' appeared with descriptive information explaining the feature highlighted.



Hovering over the map triggers informative 'speech-bubbles'. Visitors can then view other people's comments and leave their own

Having explored and understood the scheme users could then view comments left by other people by clicking on the 'View Comments' button at the top right of the map and then add their own relating to specific elements of each scheme. Simply clicking on a point on the map brought up a 'speech-bubble' where they could leave their name and email and add a comment.

Collating all the comments for consideration by the planners was automated courtesy of GeoRSS meaning they could be viewed, sorted and moderated with ease.

Business Drivers

The success of the iShare deployment at Surrey Heath Borough Council led to a proposal to use Logger for the public consultation phase of the redevelopment of Camberley Town Centre, the main town in the Borough. More convenient citizen engagement using online maps, it was thought, would result in increased participation. This solution provides people with the convenience to take part from a place and at a time that suits them. The Deepcut consultation came first so it was decided to trial Logger as part of the preparation for the larger Camberley project in 2011.

Outcomes

The Council received over 400 responses with over 25% through the online channel via Logger interactive maps.

"Within a few hours of it going live and a link being posted on the Surrey Heath website, people had started to leave comments which we are thrilled about," said James Rutter, GIS Manager at Surrey Heath Borough Council. Indeed Planning Policy have been very enthusiastic about this and have said that the comments received are more detailed and more constructive than they would ever get as part of a normal consultation. It seems that many people are prepared to go online to provide feedback to Council initiatives these days and we consider this project to be a great success. This is likely to be the first of many that use Logger to consult with the public."

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POWERED BY iShare ASTUN TECHNOLOGY
The Coach House
17 West Street
Epsom
Surrey
KT18 7RL
01372 744 009