

# Transform raw citizen data into a 360° view

## Open up a new level of insight

If you are treating all citizens the same or targeting the wrong people with irrelevant messages or services, your campaign results and reputation can suffer. Additionally, data inconsistencies can put you at risk of non-compliance.

Fragmented and inaccurate data can lead to poorly targeted communications, wasted resource and missed opportunities to promote vital public services. Put simply, a current and accurate view of your citizens is essential for efficiency and a real understanding of how citizens engage with multiple public sector organisations. The best way to get real, usable insight is to create a consolidated view of citizens with data collected across all touchpoints.

If your citizen data is stored in multiple disparate systems, or if it's inaccurate and incomplete, you can't effectively target people with relevant services or improve your knowledge of citizen behaviour.

Transactis can transform raw data into real understanding. Our award-winning SCV solution brings together multiple data feeds and allocates a unique identifier at an individual level. We can take disparate data in any format, consolidate and standardise it, while at the same time cleansing and verifying every record. This means you get a new level of actionable insight that can drive personalised, targeted communications that gets the response and reaction that you need.

With an accurate, unified view of citizen activity, you can create personalised, one-to-one communications, via the right channel and at the right time – crucial for maximising the potential for response and engagement.

You get flexible delivery options too – we can host the database or provide custom data feeds to client-hosted databases as required. Update feeds are also flexible depending on your requirements; from annual, monthly and weekly to near-real time.

## Benefits

- The ability to analyse, profile and segment citizens for more effective targeting of services and messages
- Identify all opportunities for relevant, timely messages and increased response rates
- Stop wasting resources by allocating spend to the services that are most in demand
- Reveal in-depth citizen knowledge and actionable insight
- Build a full picture of how citizens currently engage with you
- Increase citizen engagement while reducing costs
- Optimise your interaction with every citizen, at every touchpoint
- Co-ordinate communications activity across multiple departments, services and public sector organisations
- Have confidence that your data is clean, accurate and all in one place
- Enable effective reporting on service take-up for improved planning and decision-making

# single citizen view

