IBM

IBM® Initiate® Solution is the Key To Brent's Successful Client Index

London Borough of Brent Puts Customer First, Increasing Customer Satisfaction and Improving Operational Efficiencies

Overview

Background:
UK Transformational Government mandated a greater focus on the customer, budget reductions of 3 per cent year-on-year, and an increased emphasis on regionally shared services.

Challenge:
Create a Master Client Index using the core council IT systems, clean up duplicate and fragmented files, improve operational efficiencies and provide compliance to the Data Protection Act.

Solution:
Deploy IBM software to develop a council-wide customer data hub with consolidated back-end systems to help reduce administration costs, improve customer service and miminise benefit fraud.

Results:
Over 1.5 million records for 270,000 citizens matched and linked from nine different databases. Provided a real-time view of each customer's data and streamlined operational efficiencies.

The London Borough of Brent serves approximately 270,000 citizens in northwest London. In early 2007, Transformational Government mandated a call for a greater focus on the customer, budget reductions of 3 per cent year-on-year, and an increased emphasis on regionally shared services.

At the time, Brent's customer information was scattered across numerous standalone departmental silos, and 30 per cent of their population changed their addresses every year. They already had a customer relationship management (CRM) system that could capture profiling data at the point of contact, but it was not able to link into back office systems or share data across the enterprise.

Biggest Challenge: Bringing Data Together

Brent's biggest challenge was the task of gathering data from more than nine disparate sources and creating a single master record. Their data was cluttered with duplicate files and fractured, incomplete information due to misspellings and other errors. Clearly, cleaning up the data and creating a Master Client Index would be no easy job. In March of 2007, Brent decided upon IBM® to supply the customer data integration / master data management (CDI / MDM) software to perform the task. Brent deployed the IBM software to develop a Client Index that was non-invasive to Brent's existing system.

"When it came to 'putting the customer first,' we had a major challenge. Because their information was scattered across numerous standalone departmental silos, we didn't actually know who our customer was," said Tony Ellis, CIO of The London Borough of Brent.

IBM quickly worked with Brent to develop a Client Index aimed at addressing the government requirement for next-generation data management. The Client Index brought together over nine different databases containing both customer-facing and back office data into a comprehensive, real-time, accurate, single view of each customer.

IBM Software**

Brent Reaps The Benefits

By integrating information across all departments, from council tax to benefits, housing, education, library and electoral services, the London Borough has projected substantial savings over the next five years. Service benefits have already been seen across all the Borough's business areas, including customer profiling and increased fraud detection. Demonstrating thought leadership, Brent set up and chairs a UK local government Best Practice group called Data Connects which has developed an MDM Return on Investment model for UK local authorities.

The Client Index helps Brent to reduce administration costs, improve their customer service and miminise benefit fraud and budget overspend. It also helps to predict future service needs, enable targeted service delivery, improve operational efficiency and monitor performance targets. Finally, the Client Index serves as the customer database for Brent's CRM system and provides a single point of change with one council database simultaneously alerting all others.

As a result, IBM® software provided the following key attributes that contributed to the success of The London Borough of Brent:

- **Accuracy** – IBM's highly accurate algorithms for finding, matching and de-duplicating data enabled Brent to provide a single view of their citizens to other governmental departments

- **Performance and Scalability** - IBM's high performance and scalability enabled Brent to unify 1.5 million records across nine disparate systems for 270,000 citizens

- **Experience** – IBM teamed with The London Borough of Brent to address their next generation of data management requirements and built a master database from their core council IT systems

- **Value** - And lastly, IBM enabled Brent to bring together customer-facing and back office data into a comprehensive, single view of their customer, streamlining operational efficiencies

"All councils have a major problem tracking their population levels," said Ellis. "Because the Client Index gives us an accurate real-time picture of all our customers, we can ensure the council is able to claim its full entitlement to government grants, can pro-actively reallocate resources when needed, and has the information it needs to provide efficient customer-centric services. While it may be difficult to quantify the cost of bad data, the availability of accurate customer information promises major budget savings. In addition to the financial savings, the project also enables us to provide higher quality services to all of our customers."

To learn more about how IBM can help you solve your master data management challenges, visit www.**ibm**.com.

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