

*SmartCities*

# Customisation, Multi-channel Access and User Profiling

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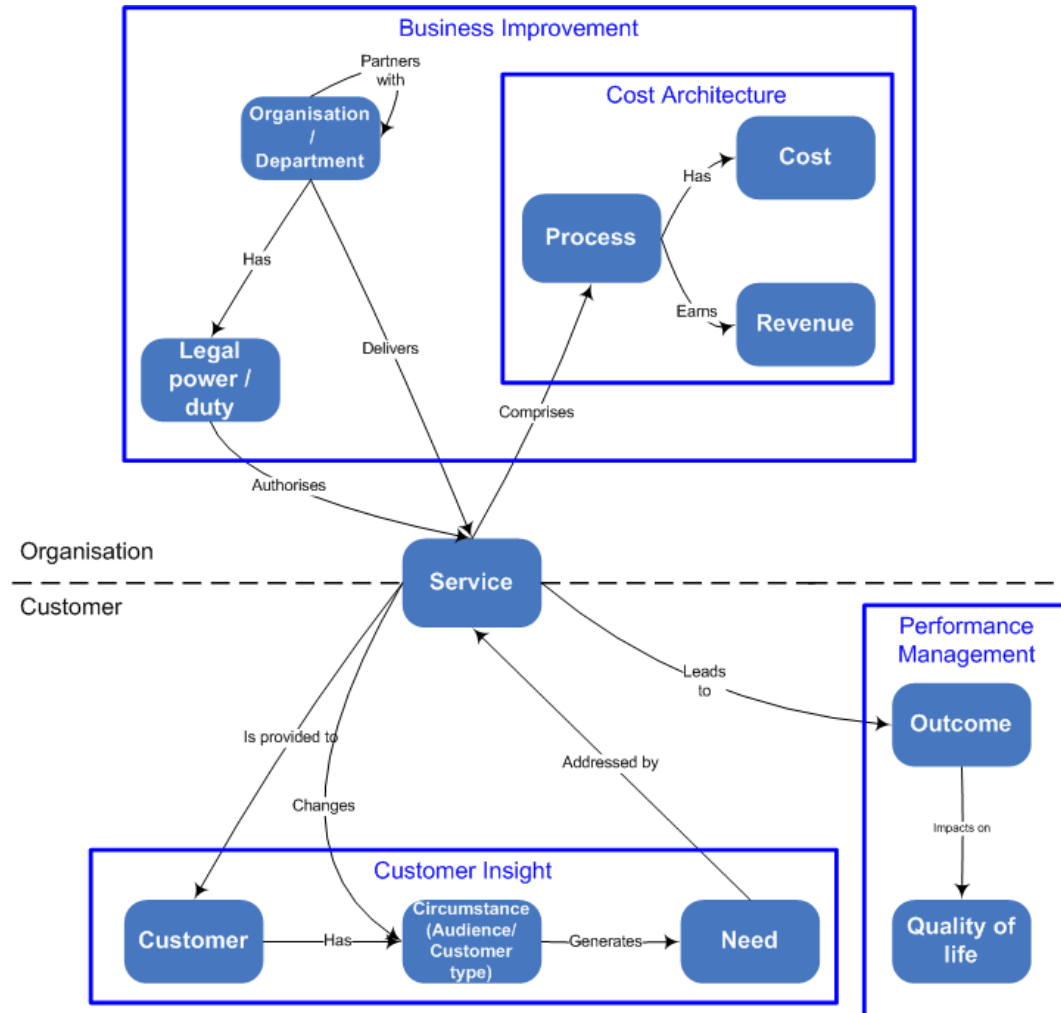


# The challenge

To improve people's quality of life goals by optimum allocation of finite resources.

How can user profiling help?

# Local Government Business Model



# Outcomes and related services

Tree select  
Tree National indicators

Tree op  
Search

**Quality of life factors**

- National Indicators
- Adult health and wellbeing
- Children & Young People - Be Healthy
- Children & Young People - Economic Wellbeing
- Children & Young People - Environmental Wellbeing
- Children & Young People - Physical Wellbeing
- Children & Young People - Social Wellbeing
- Children & Young People - Wellbeing
- Environment
- NI 185 CO2 reduction from local authority operations
- NI 186 Per capita reduction in CO2 emissions in the region
- NI 187 Per capita reduction in CO2 emissions in the region
- NI 188 Per capita reduction in CO2 emissions in the region
- NI 189 Per capita reduction in CO2 emissions in the region
- NI 190 Per capita reduction in CO2 emissions in the region
- NI 191 Per capita reduction in CO2 emissions in the region
- NI 192 Percentage of household waste sent for reuse, recycling and composting**
  - Recycling - Home Composting
  - Recycling - residential collections
- NI 193 Percentage of municipal waste land filled
- NI 194 Air quality - % reduction in NOx and primary particulates
- NI 195 Improved street and environmental cleanliness
- NI 196 Improved street and environmental cleanliness
- NI 197 Improved Local Biodiversity - proportion of native species
- NI 198 Children travelling to school - mode of transport
- Local Economy
- Safer Communities
- Stronger Communities
- Tackling exclusion and promoting equality

**Indicators**

**Services impacting on an indicator**

## NI 192 Percentage of household waste sent for reuse, recycling and composting

[Link to this page](#)

Details | **LA's with targets** | Parameters | Resources | Contacts

View [solutions4inclusion](#) digital inclusion projects for this National Indicator

**Details**

- Number** 192
- Name** Percentage of household waste sent for reuse, recycling and composting
- Last revised** 29/02/2008
- Is data provided by the LA or a local partner?** Yes
- Is this an existing indicator?** Yes
- Rationale**

The indicator measures percentage of household waste arisings which have been sent by the Authority for reuse, recycling, composting or anaerobic digestion.

This is a key measure of local authorities' progress in moving management of household waste up the hierarchy, consistent with the Government's national strategy for waste management. The Government expects local authorities to maximise the percentage of waste reused, recycled and composted.
- Definition**

The percentage of household waste arisings which have been sent by the authority for reuse, recycling, composting or anaerobic digestion.

This was previously collected as BVPI 82a and 82b in 2007/08.

The numerator is the total tonnage of household waste collected which is sent for reuse, recycling, composting or anaerobic digestion.

## National Indicator Tree View



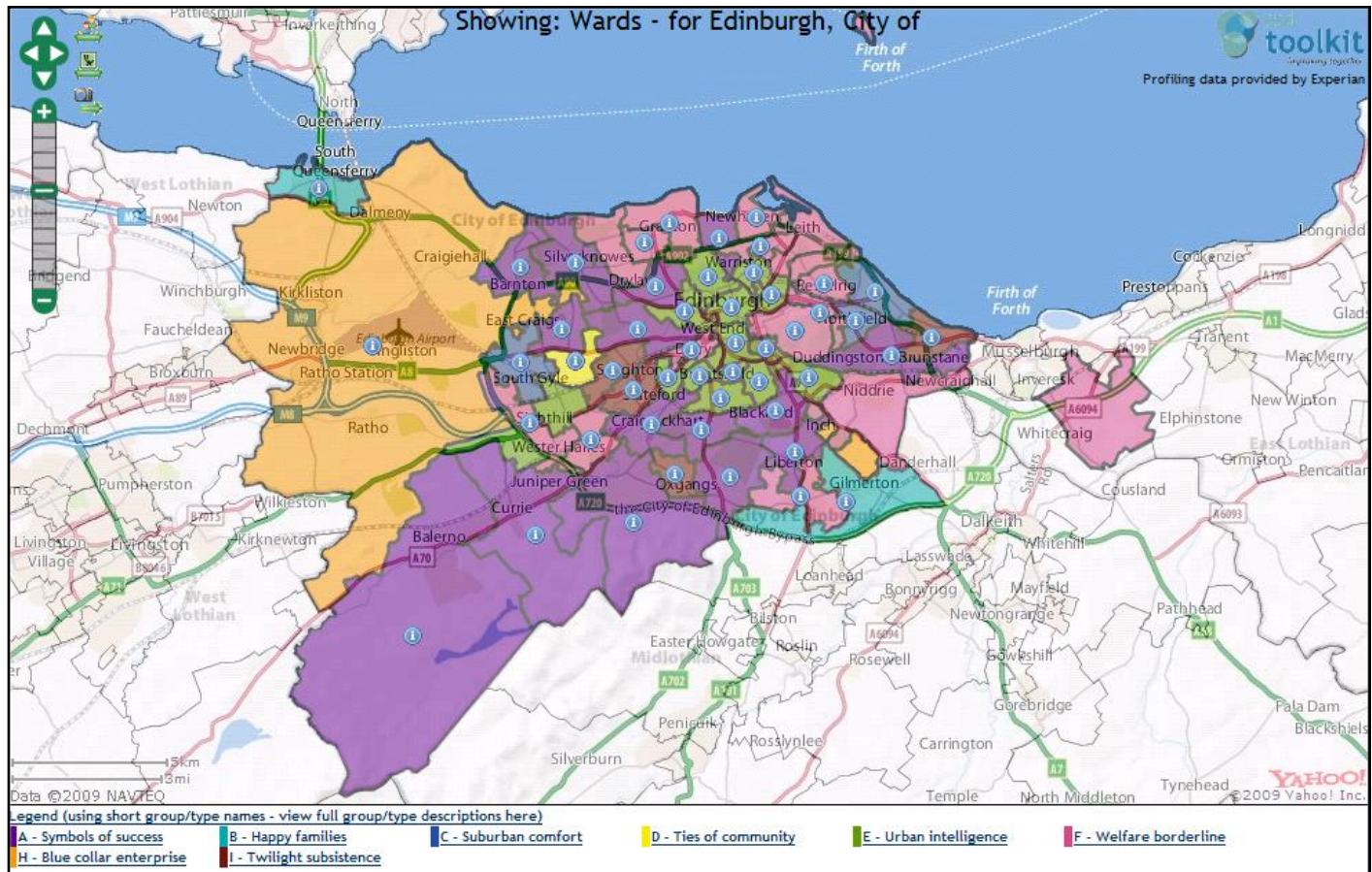
# Approach

- Target services where they will have the biggest impact
- Rationalise services delivered by different agencies/departments to the same customers
- Support the access channels which customers will accept and are cost efficient

# Useful ways of grouping citizens

- Precise characteristics
  - eg smoker, recently widowed, acquired disability
  - Apply predictive analytics to produce service/intervention plan
- Broad characteristics
  - eg affluence, tenure, ethnicity, age band
  - Predict needs and service demand from broad trends
- Composite profiles based on neighbourhood
  - eg symbols of success, welfare borderline, urban intelligence
  - Target services and channels by neighbourhood

# Composite profiles by neighbourhood



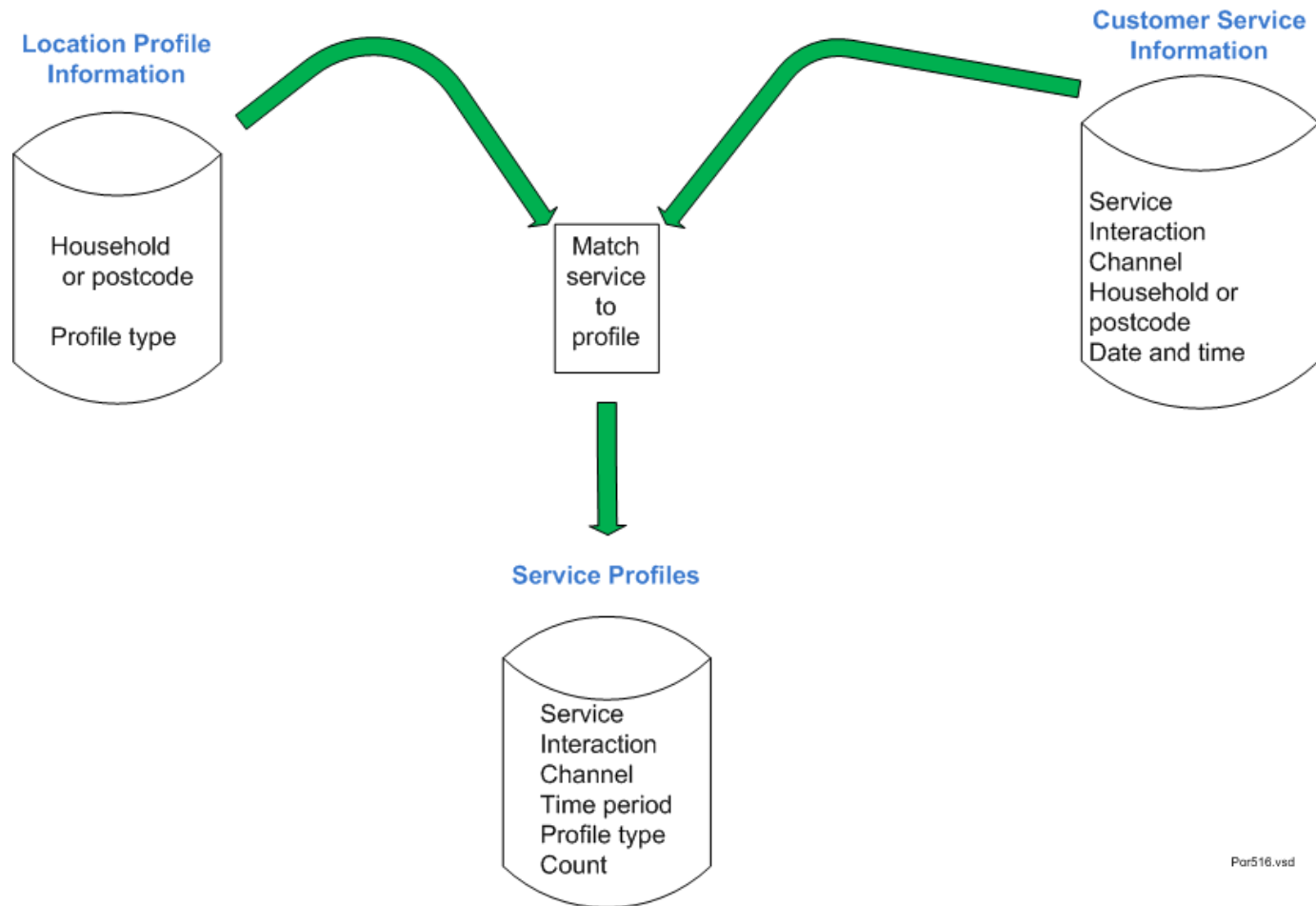
Edinburgh – Predominant profile group by ward

# Using composite profiles in a CRM

Use the customers address to derive likely profile and:

- Suggest other relevant *services* (= “baskets of services”)
- Make customer aware of other *channels* to which she/he might be amenable

# Profiling services and channels

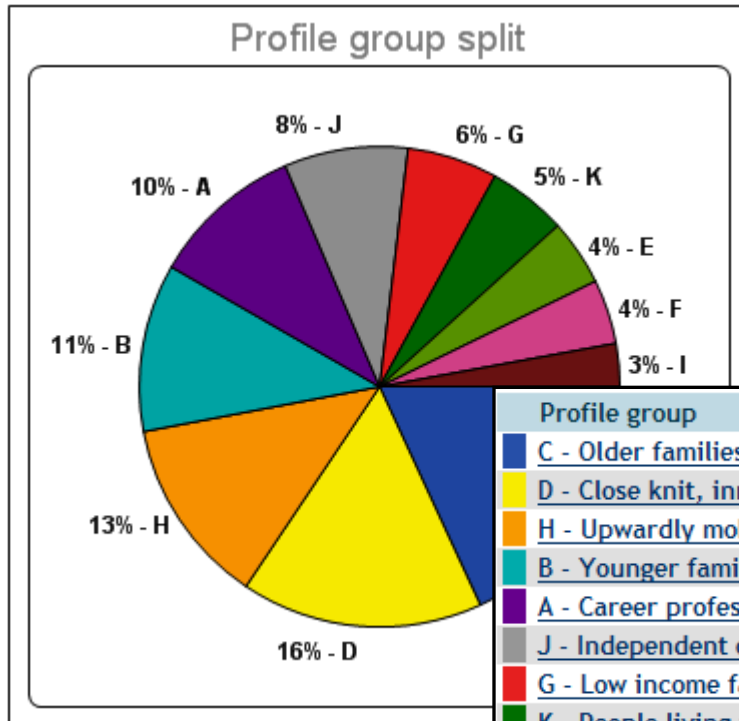


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# Service profiles & propensity

 [Web profiling](#) of Local Directgov web statistics

Establish the propensity of each profile type to use each service and channel



Profile group	Service %	Household %	Index
<a href="#">C - Older families living in suburbia</a>	18%	16%	114
<a href="#">D - Close knit, inner city and manufacturing town communities</a>	16%	17%	93
<a href="#">H - Upwardly mobile families living in homes bought from social landlords</a>	13%	10%	131
<a href="#">B - Younger families living in newer homes</a>	11%	11%	108
<a href="#">A - Career professionals living in sought after locations</a>	10%	10%	101
<a href="#">J - Independent older people with relatively active lifestyles</a>	8%	8%	101
<a href="#">G - Low income families living in estate based social housing</a>	6%	6%	99
<a href="#">K - People living in rural areas far from urbanisation</a>	5%	5%	115
<a href="#">E - Educated, young, single people living in areas of transient population</a>	4%	8%	53
<a href="#">F - People living in social housing with uncertain employment in deprived areas</a>	4%	6%	77
<a href="#">I - Older people living in social housing with high care needs</a>	3%	3%	86

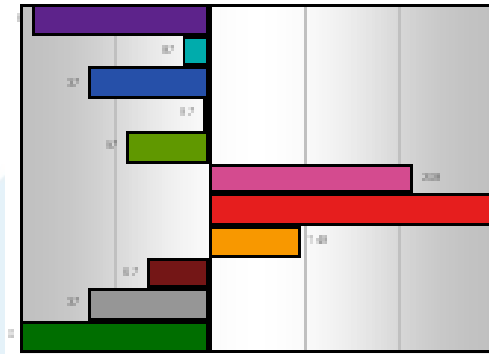
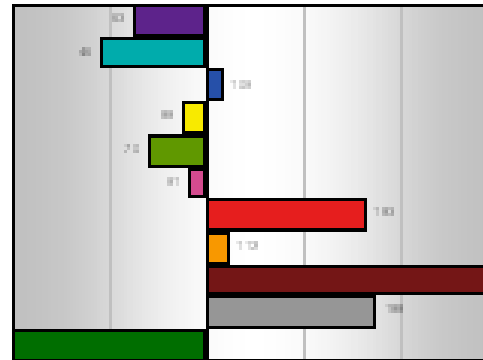
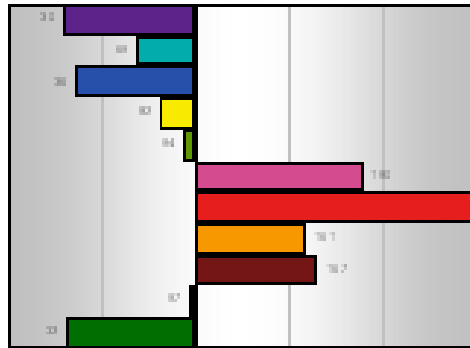
# Social care services

Housing benefits

Care at home

Free school meals

- A Symbols of Success
- B Happy Families
- C Suburban Comfort
- D Ties of Community
- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
- I Twilight Subsistence
- J Grey Perspectives
- K Rural Isolation



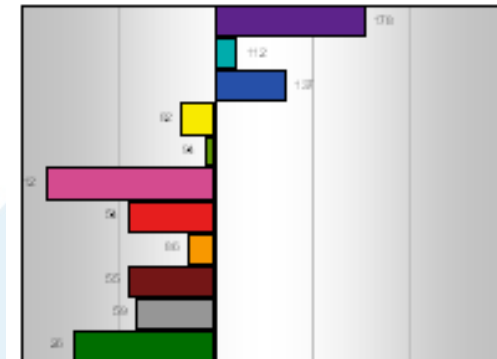
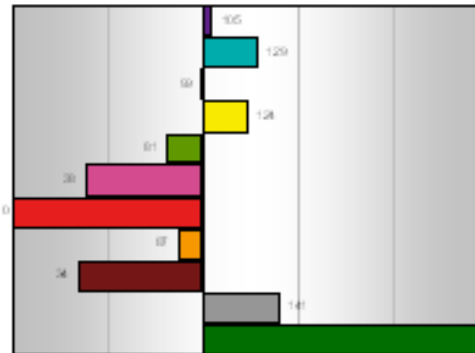
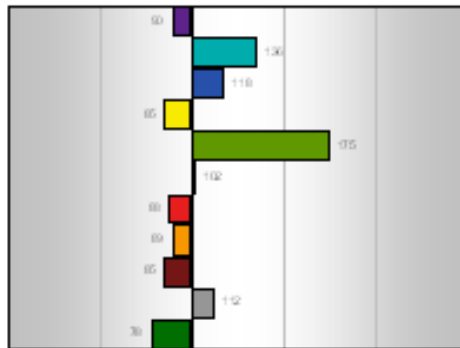
# Environment services

Garden waste

Litter removal

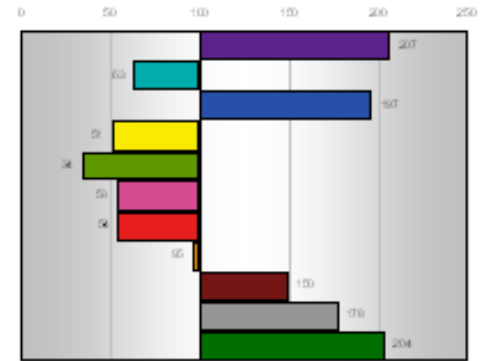
Recycling sites

- A Symbols of Success
- B Happy Families
- C Suburban Comfort
- D Ties of Community
- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
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# Older people bus pass enquiries & applications

Mosaic Public Sector Groups	Target	%	Base	%	Pen. %	Index
A Symbols of Success	5,581	9.58	12,749	4.63	43.78	207
B Happy Families	3,049	5.23	22,899	8.32	13.31	63
C Suburban Comfort	24,481	42.00	58,778	21.34	41.65	197
D Ties of Community	6,209	10.65	58,050	21.08	10.70	51
E Urban Intelligence	3,078	5.28	42,905	15.58	7.17	34
F Welfare Borderline	3,273	5.62	29,032	10.54	11.27	53
G Municipal Dependency	389	0.67	3,397	1.23	11.45	54
H Blue Collar Enterprise	5,979	10.26	29,615	10.75	20.19	95
I Twilight Subsistence	2,799	4.80	8,835	3.21	31.68	150
J Grey Perspectives	3,293	5.65	8,763	3.18	37.58	178
K Rural Isolation	151	0.26	350	0.13	43.14	204
<b>Total</b>	<b>58,282</b>	<b>100</b>	<b>275,373</b>	<b>100</b>	<b>21.16</b>	<b>100</b>

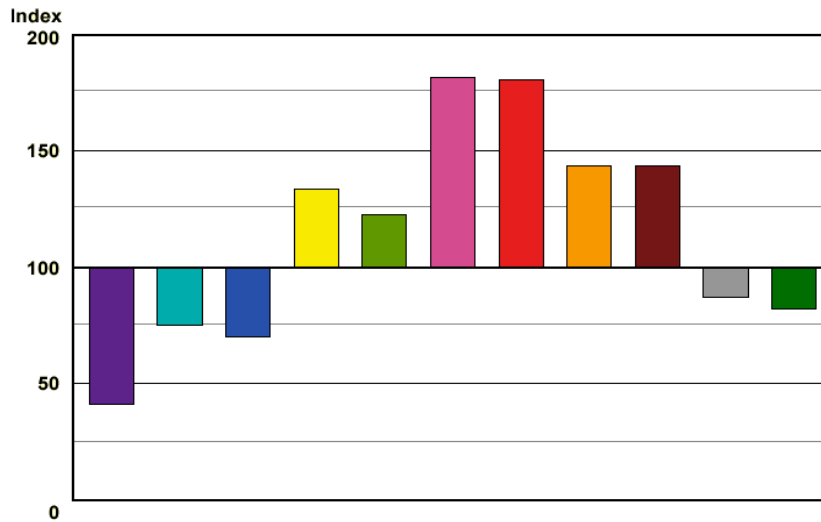


More affluent older people are more likely to claim their entitlements

# Questions answered by profiling

- Which services should we web enable next?
- Where should we place our walk-in contact centres?
- Are we serving “hard-to-reach” groups?
- Which citizens should be target to have most impact on an indicator?
- How do we communicate with target groups?

# Shared learning



Service propensity from profiling by some municipalities



Hot/cold map showing likely demand in *another* municipality

# Further work on need

- How do we measure need?
- How do we determine the impact of each service on addressing need?
- What citizen characteristics correlate with what needs?

# Further information

- SCRAN Research Briefs:
  - Standards for classifying services and related information in the public sector
  - Customer profiling to target service delivery
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