

Supporting excellence in local government

Helping you save money and protect the frontline



As the impact of public sector cuts continues to be felt, the pressure on local government to deliver efficiencies, without negatively effecting frontline services, has never been greater.

Experian provides data and insight to the majority of local authorities across the UK to support policy and operational decisions. Our unique ability to understand the circumstances, locations, likely needs and preferences of your customers delivers five key outcomes:

1. Increase collections

Provide customers with quick and easy sign-up procedures that give them excellent customer service without exposing you to risk.

Experian uses its insight and expertise to understand debtors better. Experian empowers local authorities to trace, contact, prioritise, segment and set optimal and socially responsible strategies for their debtors and the debt portfolio.

Typically clients using Experian's debt recovery suite have seen:

- 20% increase in recoveries
- 70% productivity gain
- 15% less bad debt

Experian has been able to generate multimillion £'s in additional revenues for many local authorities through the provision of intelligent debt recovery tools.

2. Reduce fraud

Experian is able to prevent and detect local authority fraud and error through the intelligent use of data to check and authenticate individuals and their status.

This includes tackling:

- Single Person Discount and empty property fraud
- Social housing fraud
- Housing Benefit fraud

“We were able to prevent further misuse and took possession action. The authority has also commenced fraud proceedings against the tenants.”

**Simon Price
Head of Tenant Services
Wokingham Borough Council**

3. Enable self service

By understanding the complex needs of citizens and how they prefer to interact with government – face-to-face, over the telephone, or via text message, for example – Experian can help authorities develop a ‘best fit’ channel shift solution for their local population. Experian has proven expertise in optimising and rationalising service access, channel migration and enabling self service.

The average authority could save anything between £1m and £10 million by adopting a systematic and intelligence led channel shift strategy.

“By working with our business improvement partner, Experian, we have been able to significantly improve the way that we validate our single person discount for eligible citizens. As well as improving council tax yield, the process ensures that SPD is only awarded to eligible households by introducing an element of independent checking of information provided. There is also evidence that the process acts as a deterrent for fraudulent claims.”

**Mike Peterson
Head of Revenues and Benefits
City of Edinburgh Council**

“I am delighted with the efficient way Experian’s customer insight process has run, and from which the London Borough of Harrow is now able to make better informed, cost efficient and customer centric decisions.”

Carol Cutler
Director of Customer Services and Business Transformation
London Borough of Harrow

4. Deliver intelligent procurement

Our deep and current understanding of over 5 million business records combined with our technology for monitoring and reporting credit and payment behaviour in real-time, allows local authorities to monitor and measure risk in the supply chain in addition to identifying substantial opportunities for cost savings.

“Our renewed approach using Experian insight has allowed us to move far beyond reviewing procurement in spreadsheets. From bottled water suppliers to construction contracts, we now have a clear picture of how spend is being used, with actionable data that allows the borough to make informed decisions on how to improve efficiencies and intelligently reduce costs.”

Michael Wood
Head of Procurement at the
London Borough of Haringey

5. Create sustainable growth and enterprise

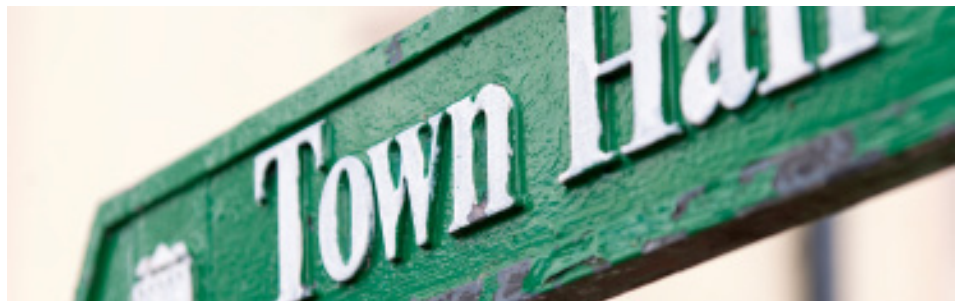
Experian’s strategic insight work enables a complete understanding of present and future economic and social challenges, this enables an evidenced based and sustainable strategy to be formulated designed to invest and intervene for maximum impact. Business growth and a decrease in worklessness are the two key aims of this process.

“Experian’s advantage is in the range and knowledge of issues they have and their access to data.”

Paul Rowley
Head of Strategic and
Community Planning
Horsham District Council

Experian overall solution ‘tick list’:

- Generates significant cost savings
- Little capital investment
- No major IT investment
- Doesn’t affect frontline services
- Quick, easy and straight forward
- Increases revenue generation



Contact us: Richard Tomlinson
Head of Local Government
T 44 (0) 115 968 5027
E richard.tomlinson@uk.experian.com
www.experian.co.uk/publicsector

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