



Making the 'Single View' real

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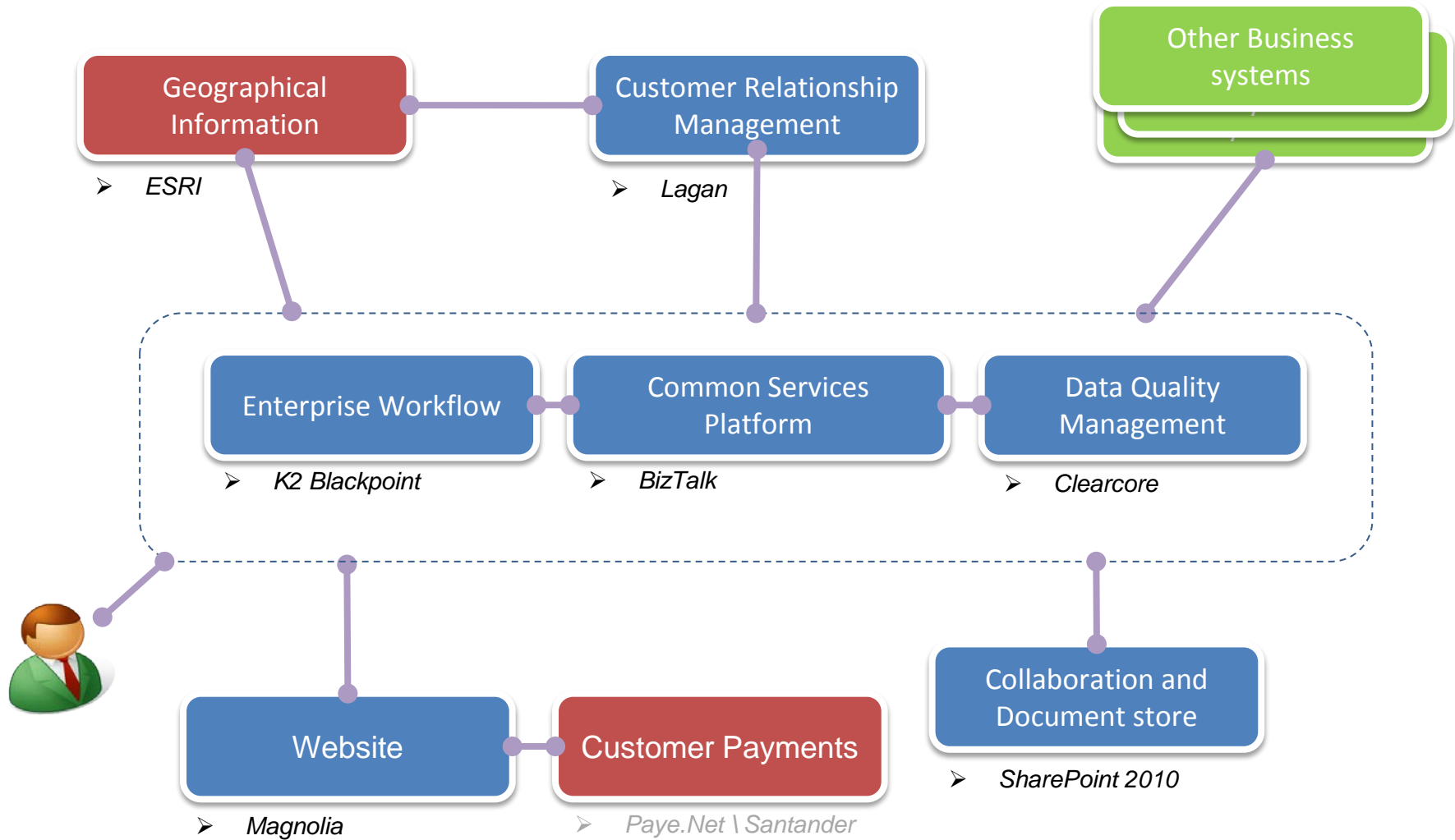
Some background – ‘single view’ and Sheffield

- **Sheffield SafetyNET**
 - Developed in Sheffield from 2003 (part of the national IRT initiative)
 - Provided information on the ‘Team around the Child’
 - SafetyNET v1 launched in 2004 to all Children’s workers in Sheffield
 - SafetyNET v2 developed in response to the National ContactPoint agenda
 - Decommissioned in 2010 due to funding and changes in national direction
- **Customer First**
 - Programme commenced in October 2010
 - Deployment of a CRM system and updated Customer Contact Centre
 - Customer focused, rather than Council focused
 - Understanding and responding to complex customer needs
 - Establishing and maintaining a common high standard of Customer Service





Information flow – Customer First Programme





Data Quality Platform



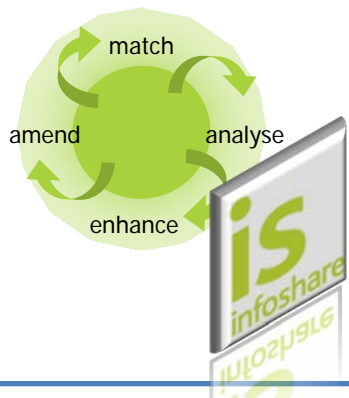
Person Index



Organisation Index



Property Index



Data Quality Services



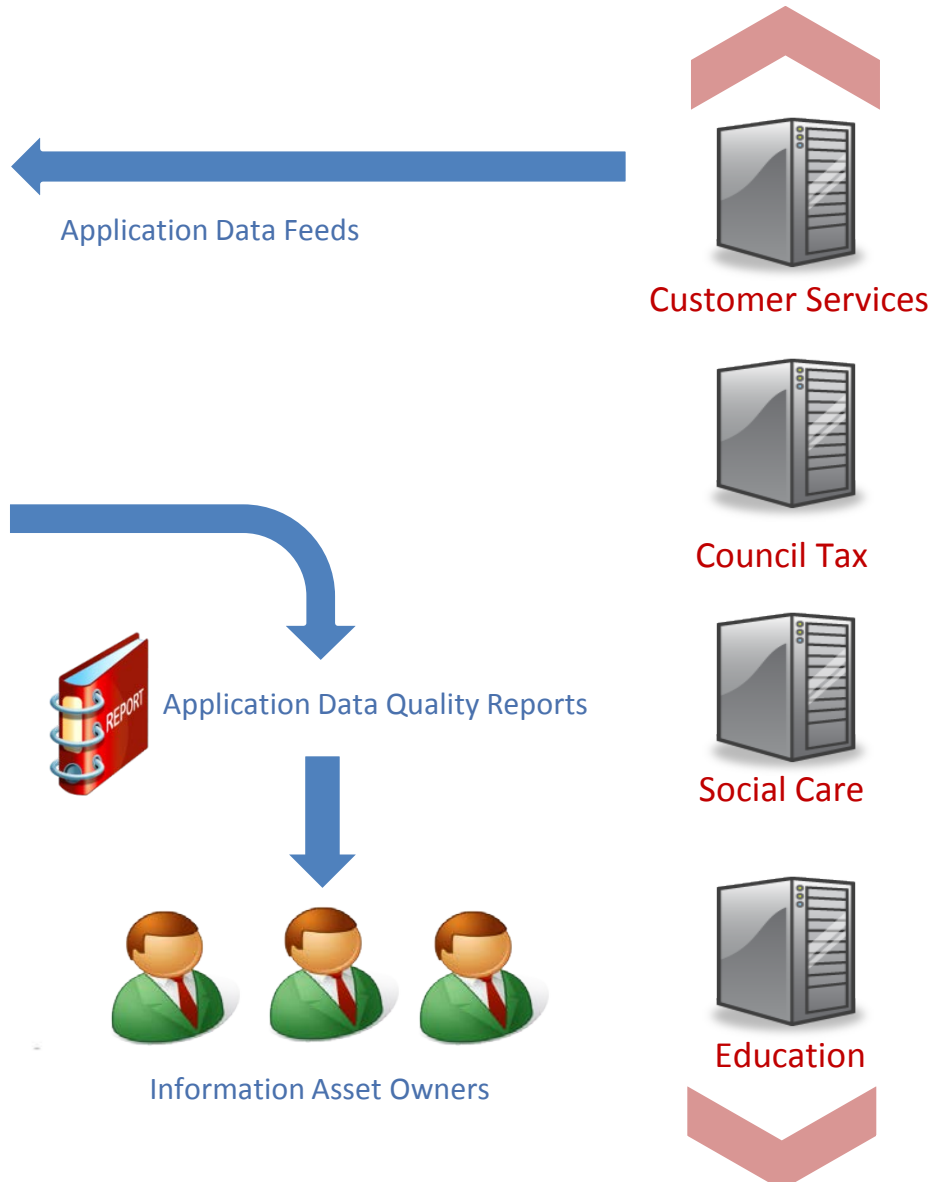
Property Address Check



System ID Search



Address Gazetteer

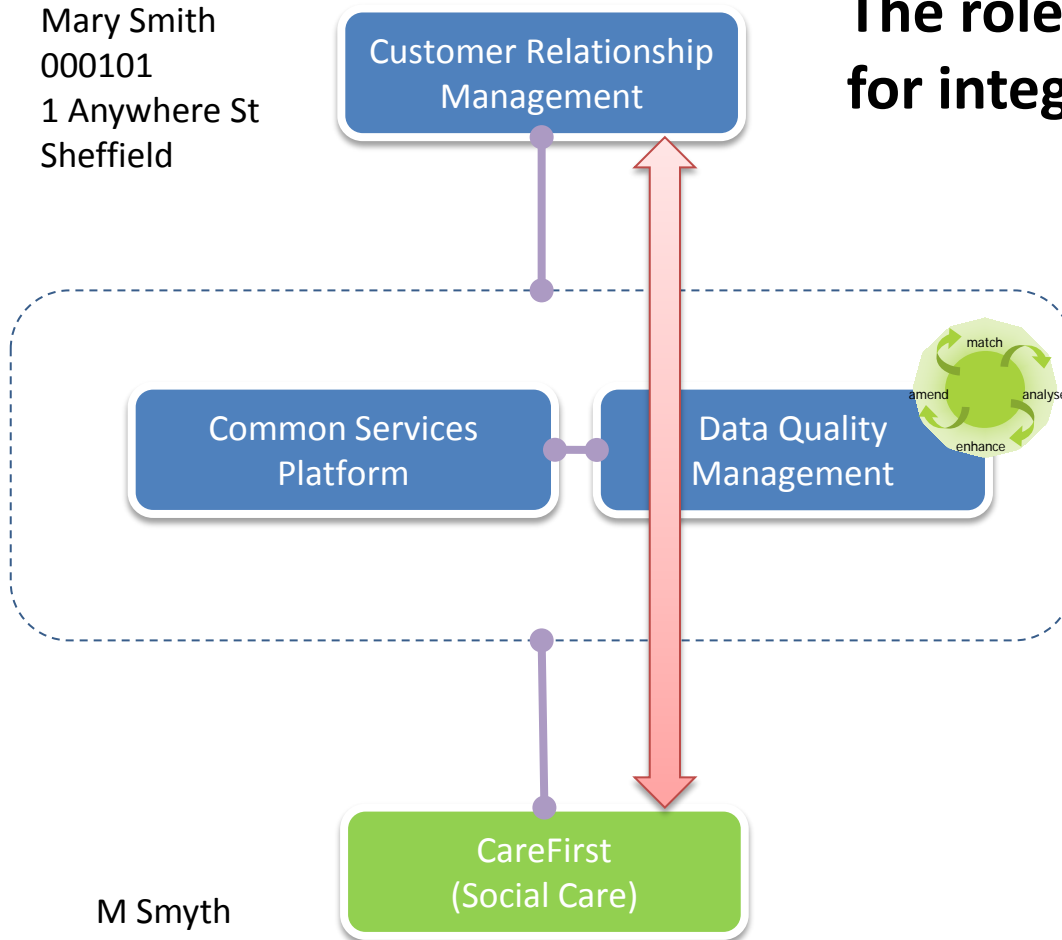




Name: Mary Smith
Lagan ID: 000101
Address: 1 Anywhere St
Sheffield

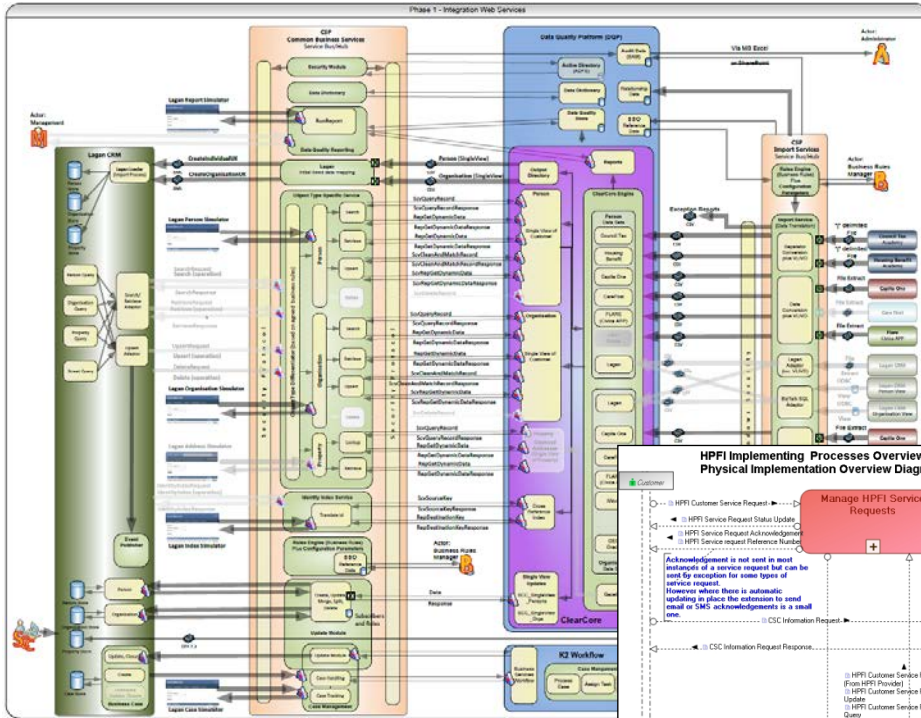
Customer Relationship
Management

The role of the DQP for integration



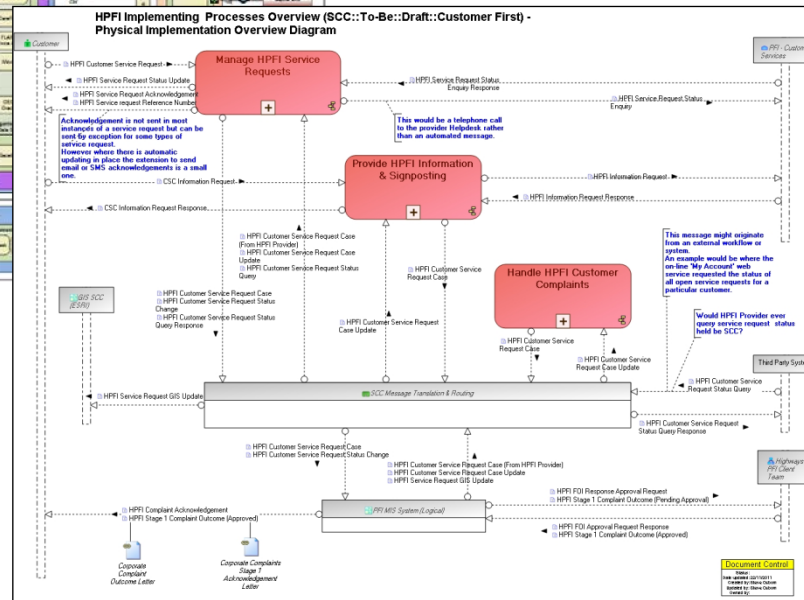
Name: M Smyth
CareFirst ID: abc19191
Address: 1 Anywhere Road
Sheffield





It's easy to draw a single line connecting two boxes on a PowerPoint slide.....

...the reality is somewhat different





DQP – Key benefits at the business level

- Ability to improve existing data quality within Portfolio applications
- Increased ability to combine services, providing a better customer experience
- Increased ability to identify gaps in service provision
- Improved management information
- Improved customer communication leading to:
 - Reduction in avoidable contact
 - Improved customer satisfaction
 - More effective forward planning of fulfilment activity
- Reduction in reliance on Excel spread sheets and local Access databases
- Increased ability to access information when required
- Increased ability to redesign processes to maximise resources



Lessons Learnt

- Establish and hold onto key architectural design principles
 - Service orientated, reusable services
 - Design for the big picture – deploy to the immediate need
 - Protect your agreed data model
- There is no such thing as a ‘Single View’
 - The single view is dependant upon circumstance – it changes!
 - Sometimes our customers don’t want to be ‘matched’
 - Don’t overburden your Master Data Set – keep it simple
- Get the governance right
 - Educate your senior managers, recognise information as a key asset
 - Identify accountable owners for information
 - Make data quality everyone’s responsibility
- The pursuit of data quality never ends
 - Don’t wait until you have ‘perfect data’ – it will never happen
 - Plan your processes to be ‘quality tolerant’



Looking to the future – enabled by the ‘Single View’

- Increased use of ‘cloud’ services
 - Customer ‘identity’ will be key
 - Providing the benefits of centralisation in a distributed model
- Universal Interface
 - Data set free from the constraints of a single application
 - User ‘developed’ applications
 - Device agnostic delivery
- Federated security at the data level
 - Shared trust networks
 - Data driven authorisation
- Customer Data Ownership
 - Delivery of personal data management back to the customer