



ClearCore

Public Sector



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The value that data can bring to organisations in the public sector is wide-reaching, being fundamental to the success of key service provision, operational strategy and data transformation.

However, data can only be useful if it is complete and accurate; errors, gaps in data or discrepancies between siloed departments can all break down confidence in the data and render it useless. Worse still, decisions made using inaccurate data can have devastating impacts for both organisation and the public.

Everyone benefits from accurate data

Improved citizen support and targeted intervention

Having a complete and accurate view of the citizen within your datasets means, whether you're making decisions about level of need or linking information about citizens and crimes, the right decisions are made first time. This allows the appropriate intervention or support to be put into place at the earliest opportunity. Moreover, creating a single citizen view by bringing together data from disparate sources can highlight edge cases that may have been missed and ensure early intervention, ensuring safeguarding of citizens through proactive service provision.

Reduction in budgetary and operational cost

There are huge savings to be made when everyone is working from a holistic and accurate dataset. Fraud and data errors can be distinguished easily and multiple aliases will be matched to the right individual. Instead of wasting time and public money acting on incorrect contact information or address details, the streamlined process means frontline staff and officers get the right information from the beginning.

Better citizen experience and public trust

Citizen engagement with our public services hinges on the ease of interacting with you and the trust they place in you to get it right. Every touchpoint between you and your citizens helps to shape their opinion of you, so it is vital to ensure that their experiences are positive. If all departments are working with a single citizen view, individuals need to only provide information once for it to be updated across the organisation, reducing the likelihood of frustration with your services. Furthermore, when decisions on intervention and service provision are based on accurate, up-to-date information, citizens will feel better supported and more willing to trust you to make the right decision for them.

Supporting regulatory compliance

Ensuring you are using and storing citizen data securely and in line with citizen consent is critical when holding data on individuals. Non-compliance with relevant regulations around data protection can have devastating results that reverberate throughout the organisation and beyond: from significant fines to a lack of citizen trust. Therefore, having a system in place that allows for updates to citizen information to be automatically disseminated across the organisation means that the citizen is respected and their wishes are kept at the heart of all communications.

How can we help?

Our **ClearCore** technology profiles, cleanses and matches data held in single or multiple databases to build single views of people, organisations, objects and locations. Detailed audit trails provide evidence of the quality and accuracy of data as well as the matches made. We enable you to transform data into a strategic corporate asset and, when used alongside our new Consent Master product as part of a combined solution, we can form part of your approach to GDPR compliance.



ClearCore services

Profile

We profile your data at the record level, reporting on accuracy, validity, and completeness as well as identifying duplications, errors and inconsistencies. Comprehensive reports are provided on the overall accuracy of your data as well as record level for use in manual review or feedback to source systems.

Cleanse

Your data is standardised, corrected and verified to ensure only the best quality data is used for the matching process; this ensures reliable and trustworthy results. A detailed audit trail is generated for each part of the cleansing process to highlight any data that was missing, incorrect, inconsistent, invalid, or changed.

Address data is cleaned against an official address database, such as the National Land and Property Gazetteer (NLPG or AddressBase Premium). Individual elements of the address are compared, generating a further audit code which is used to set a quality threshold. Addresses that fail to meet the threshold are marked as invalid, meaning only the highest quality data is included.

Match

When matching records within one or more of your databases, we link based on evidence rather than probability. This evidence-based matching leads to a higher rate of records being matched than any other method and means we're able to uncover "hidden matches" that would be otherwise missed. Matches can be combined into one single "golden" record to allow you to see an accurate, up-to-date view from across your datasets.

Enrich

Your datasets can then be enriched with external data and **ClearCore** processes. For example, customer addresses can be updated in line with corresponding data from official sources and metadata, like geo-codes can be also be added. Additionally, a standardised format can be applied to your data across all your systems, such as customer names arranged as 'title', 'forename' and 'surname' across all your databases.

Key software features

- Evidence-based matching
- Compatible with all database applications
- Built-in rules to enable rapid deployment and customisation
- Multiple views for different entities and for business and technical users
- Supports data governance through comprehensive, multi-level statistical reporting
- Complete audit of user actions and data changes, by time and date
- Enterprise Search: Automatically-generated index enables searching for business intelligence based on incomplete or inaccurate data
- Preconfigured reports for different levels of user and support for third party reporting tools
- Compliant with enterprise security standards, configurable roles and user permissions



"Instead of manually checking thousands of pieces of data by hand, we're now able to sift information much more effectively, taking hours rather than months."

Mary Jarrett

Nottinghamshire County Council

"The rewards and benefits in efficiency, citizen satisfaction and improved services far outweigh the challenges of maintaining a citizen index."

Keith Benjamin

Master Data Technical Manager, London Borough of Hackney

"Introducing **ClearCore** as our Master Data Management solution has been pivotal to understanding our data quality at a granular data item level. With **ClearCore** processing our customer data regularly we can now report the performance of customer data in key systems, identify processes resulting in poor quality data items, present errors in the customer data clearly and provide a clean and matched customer record to support the organisation."

Andrew Taylor

City of York Council

"**ClearCore** and the Customer Index will give us a single view of our citizens so we can provide a better service – rather than having multiple, unrelated, separate records. By logging into 'My Account', people will be able to see joined-up information about their transactions with the council. We hope this will allow them to find the information they need and request the services they want, quickly and efficiently – avoiding unnecessary contact and reducing frustration. All this should lead to better customer satisfaction through a much-improved customer experience."

Richard Clarke

Programme Manager, Brighton and Hove Council