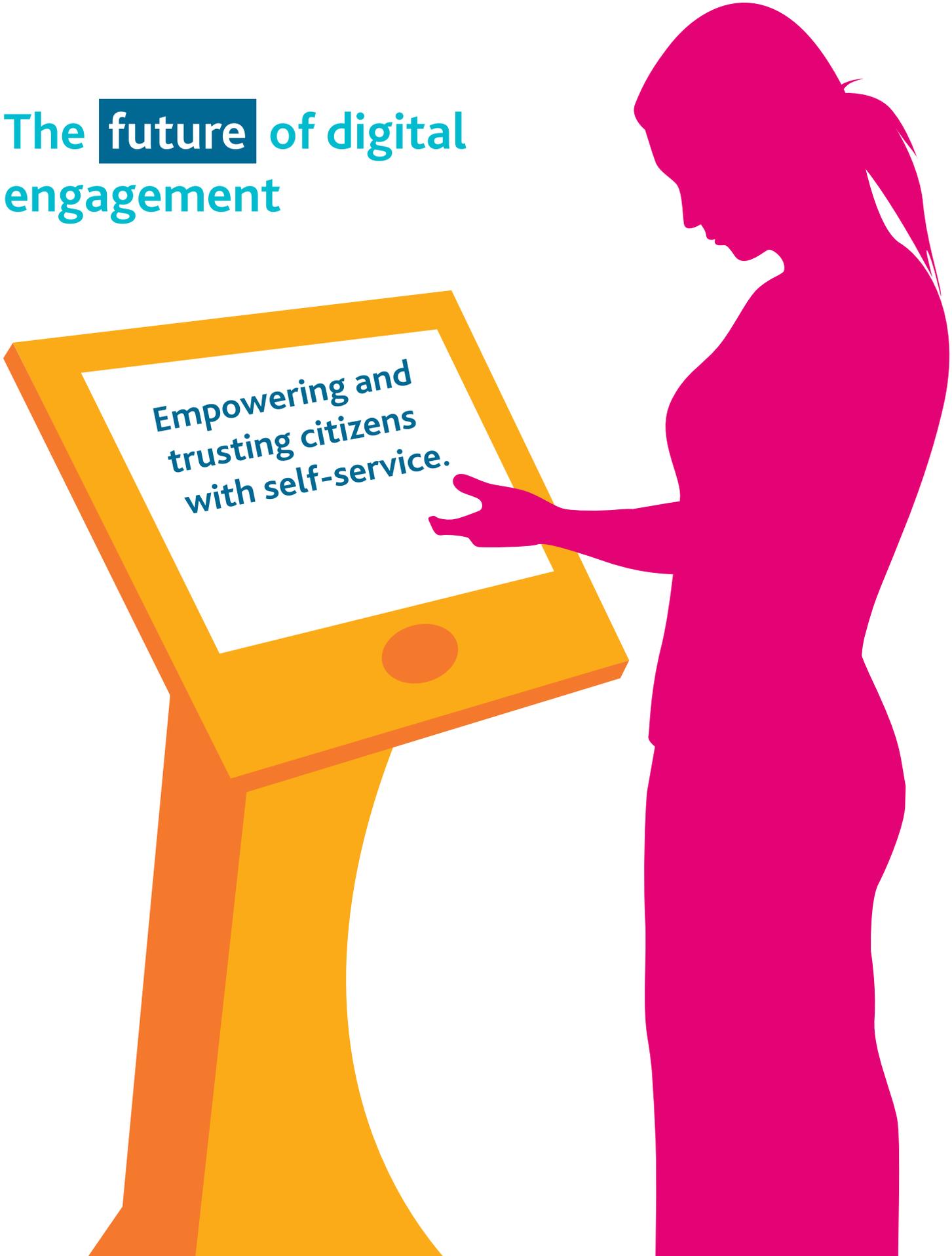


# CAPITA

## The **future** of digital engagement



Empowering and  
trusting citizens  
with self-service.



1 In the near future, in the imaginary Police area of Dorchester, citizens are encouraged to access all of their public services online, via tablet or smartphone Apps, via their home computers, or via kiosks that are in convenient locations in village, town and city high streets across the County.



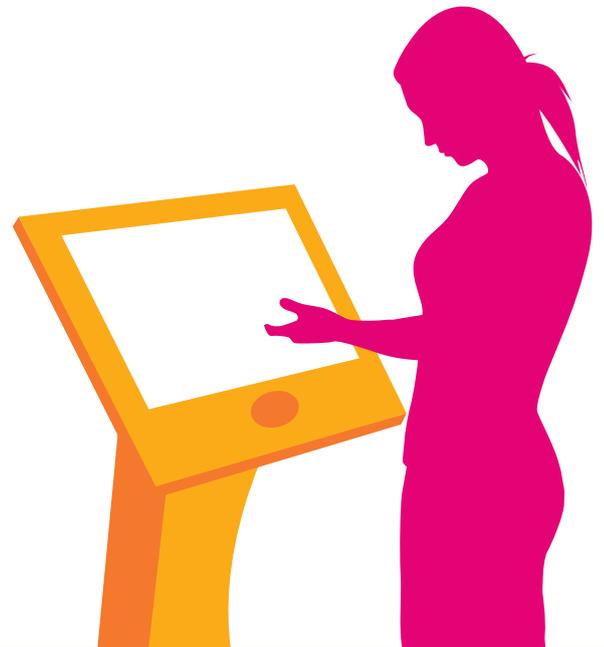
2 When local resident Sarah is on her way to the playground with her three-year-old daughter, she sees two people arguing, one of whom seems to be very aggressive towards the other. With her daughter safely on the children's swing, Sarah looks again. One person is shaking the other - hard. Sarah quickly grabs her smartphone and discreetly takes a photo. Minutes later, she hears a scream and sees one person run off, the other clearly indicating that he has had something stolen.

3 Sarah can't leave her daughter, so she clicks on the photo and emails it to the Citizen Contact/Customer Management desk at Dorchester Police, via an App that has been freely distributed to all citizens by the Force. She taps out a quick message about what she saw and presses send...

Within a few seconds, Sarah receives an SMS thanking her for reporting the incident.



4 The following day, Sarah is on her way to the shops and passes the interactive Public Contact Point, a free-standing kiosk that is located in the entrance to the local supermarket. She decides to check whether anyone has done anything about what she saw yesterday. She logs in – she has already registered her account, which Sarah, and all Dorcaster citizens, were encouraged to do as part of the Force initiative – back in 2015 - to provide new, easy to use (and lower cost) ways of making contact and keeping up to date with the Force, and with other public service providers.



5 Sarah is quickly reassured that the image and brief note she sent in is being used by a team attempting to trace the violent individual. She is also reassured that while the victim had a valuable item stolen, he suffered only minor injury during the altercation. She clicks on a message with her name on it, and is offered a "calendar" icon and a "statement" icon along with a message asking if she would like to either book a half hour appointment when a Force representative can visit her and type out a statement in her home, or whether she would prefer to complete the online witness statement, after which an officer will contact her via her smartphone to authenticate it. She prefers the latter option but doesn't have the time to do it right now, so presses the "statement" icon, and selects the option to "complete later".



6 While at the Kiosk, Sarah decides to check the hours of opening of the local clinic, as her daughter needs one of the immunisations our children must have – and she makes an appointment.

At home, that evening, Sarah receives an SMS with a polite message asking her not to forget to complete the statement.



## Future digital engagement

All of the above is possible, and pretty much all of it is being done without any manual input (although there is always an option for a face to face contact). Much of it is being done across the UK today – where we help the organisation deliver a new way of contact between citizens and their public services. The key is allowing technology to enable new ways to serve customers. In so doing you will create efficiencies, freeing up staff to carry out more of the core Police work which keeps people safe, and which also builds confidence.

Capita  
Methuen Park  
Bath Road  
Chippenham  
Wiltshire  
SN14 0TW  
United Kingdom

E [jss.info@capita.co.uk](mailto:jss.info@capita.co.uk)

W [www.capita.co.uk](http://www.capita.co.uk)