

# Know your citizens

An Agile Solutions guide to **MDM**  
for public sector organizations

Modernize **Manage** Monetize

# How well do you know your citizens?

**As a public sector organization, you deal with thousands of people on a daily basis, which means you hold vast amounts of data on each of them. Be it names and addresses or marketing preferences, account activity and interactions – there is a wealth of information that each department has access to.**

How is that data actually helping you get to know every citizen? Whether you're a local council or a social care trust, having a full picture of every citizen is a crucial step to serve them better.

Enter Master Data Management (MDM). With Citizen MDM you can draw on good quality, reliable data to steer decision-making, drive automation, improve efficiency and enhance the experiences for your citizens.

Citizen MDM can help your public sector organization to better serve citizens in an increasingly digital world. As well as unlocking data-driven ways to boost efficiency, save time and reduce costs, processing your citizen data through MDM can help you to respond to changing citizen behaviors – offering new ways to interact with your organization through digital pathways and self-service portals. One source of accurate data will also help you to comply with ever-evolving regulations.

Yet MDM isn't a technology that you can turn on with a flick of a switch. It needs to be underpinned by a strong Data Strategy and have buy-in from everyone in the organization.

**In this short guide, you'll discover:**



**why obtaining a 'Golden Record' through MDM is so important**



**the obstacles you might encounter on your MDM journey**



**the core principles that every MDM initiative needs**



**your next steps to implement successful MDM**



**Golden record:**  
**A single, 360° view of your citizens**

An Agile Solutions approach to data

# A Golden Record: the end goal of MDM

**A Golden Record is a single, reliable data record of every citizen. It provides unified, accurate Master Data (in this instance, citizen data) – wherever that data is accessed within your organization. So why is it important?**

Meet Jill Cooper, a resident of a fictional neighborhood, Starley...

Starley Council has data on Jill spread throughout multiple departments – council tax, planning, housing, health, parking, schools – yet that data differs wherever you look.

- ❗ Planning think that Jill Cooper is unmarried, yet housing have Jill's title as Mrs.
- ❗ Council tax have an address for Jill in Starley Close, yet refuse collections and garden waste have been sending letters to Jill's address in Starley Gate from 10 years ago.
- ❗ Schools have a Gill Cooper that is probably a typo – but how can they know for sure?





## The consequences of this erratic data picture include:

- ! Minor inconvenience: Jill gets the odd e-mail she doesn't really need.
- ! Irritation: Jill gets yet another letter addressed incorrectly to Gill Cooper.
- ! Alienation: Jill receives an illegal parking ticket for parking in her own driveway.
- ! Non-compliance: the data the council holds on Jill isn't in line with industry regulations.

MDM brings all of Jill's data together in one, central source. It doesn't just focus on citizen data's accuracy, but its accessibility and reliability to help make data-driven processes and initiatives effective. With the right MDM implementation, every department can access the same, reliable citizen data, contribute to it, and see one, 360-degree view of Jill Cooper to achieve that polished Golden Record of her and thousands of other citizens.

# What can you do with a Golden Record?

## The benefits of MDM.

The better you know your citizens, the better you can serve them as individuals, whether you're a local council or an administrative body.



### In the here and now, MDM can help you to:

- Establish a Golden Record for every citizen.
- Strengthen relationships with citizens by sending them targeted messages.
- Create a more transparent network for citizens.
- Build a more personal experience for each citizen to better cater to their needs.
- Make better decisions, informed by accurate data.
- React faster, responding with agility to citizen demands or budgetary changes.
- Create watertight compliance, with information readily available and correctly tagged.
- Support and protect your citizens using the information available.
- Streamline operations, without compromising on services provided to citizens.

### MDM can also act as a springboard for other data-driven initiatives, providing reliable data to help you:

- Implement self-service portals, powered by accurate and up to date data.
- Improve efficiency and reduce costs by automating tedious tasks.
- Protect citizens against fraud.
- Drive digital contact centers that benefit, rather than frustrate, the citizen.
- Add value and convenience at key points along the citizen's digital journey, reflecting the more digital lives we now lead.



# Citizen MDM hurdles: why your Golden Record is out of reach

The rewards of having reams of data come with their fair share of risks for any public sector organization. Just implementing an MDM platform and making sure everyone uses it wouldn't lead to achieving a Golden Record – there are obstacles in every organization that can prevent a single view of your citizen.

## Data silos

Data silos have been a part of public sector organizations for years. They occur when certain public sector departments, or individuals, store data in places that can't be accessed by anyone else. From incorrect spreadsheets to outdated systems used by different departments, unchecked data silos prevent information from being shared.

## Legacy technology

Most public sector organizations have been in existence for decades. In some instances, they hold data on up to four generations. This leads to dealing with lots of complicated legacy technologies (and sometimes even paper records) that are not fit for purpose in today's digital world. MDM can play a pivotal role in integrating that technology and historic data to provide a better experience to citizens.

## Conflicting agendas

Every public sector organization is made up of multiple departments, many of which have their own priorities and budgets to invest in new technology and data systems. Instead of working towards a shared data goal for the business, individuals or departments work towards adopting different processes which might not be in the best interests of providing a great overall service to citizens. Unless a shared organizational goal is introduced through MDM, conflicting agendas will deter performance of a public sector organization.

## Data literacy

In almost every public sector organization, employees will range from highly data literate to data illiterate: those with no understanding of data at all. Every individual needs to be onboard when it comes to ensuring that good quality data is always available and that platforms are delivering their promised results from the start.

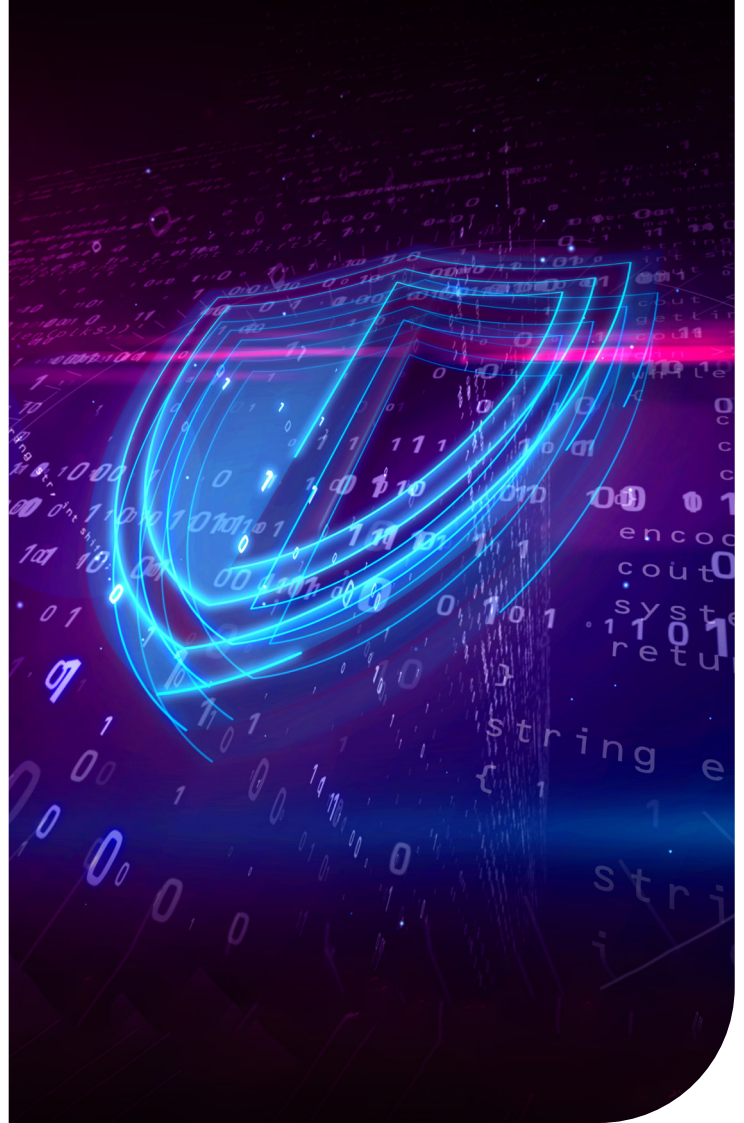
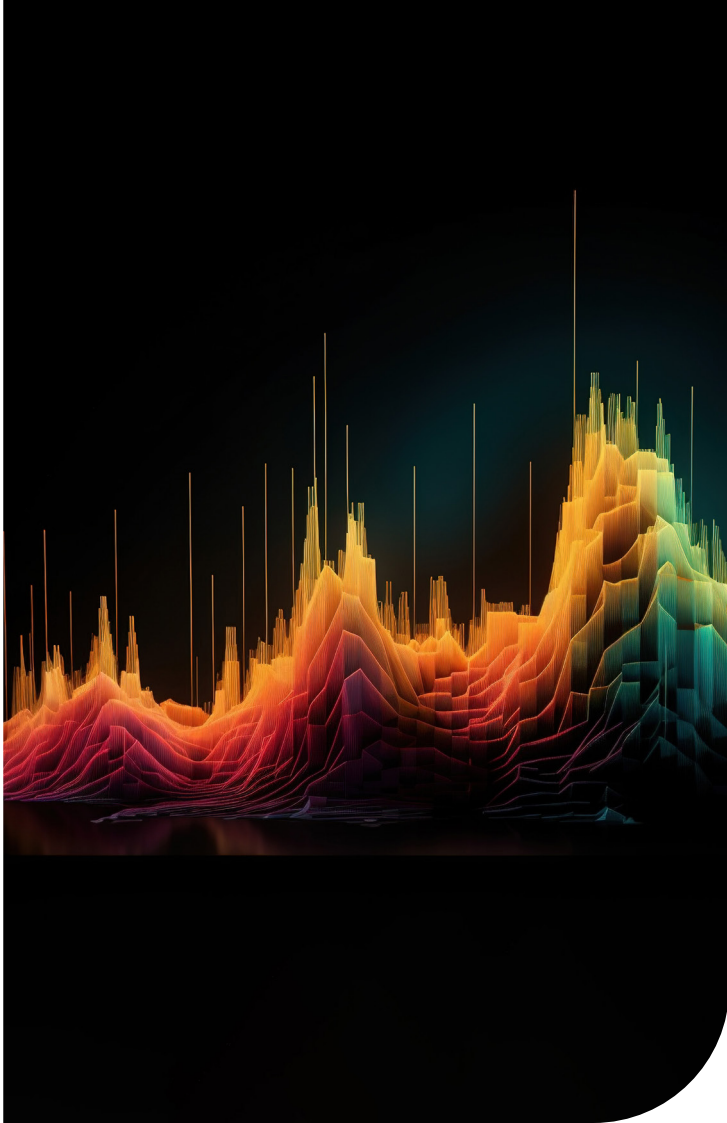
# Five core principles that every MDM initiative at a public sector organization needs



**MDM is not a technology that you can just plug in and expect to see results. Making it work requires a commitment to Data Quality and Data Governance from all departments of a public sector organization – yet with the right implementation it can result in a return on investment quickly.**

## 1. Data Quality

The quality of your data is a key ingredient to successful MDM implementation as it reduces the risk of data duplications, missing fields, errors and inconsistencies. Poor quality data hampers effective decision making, automation and citizen facing actions. An MDM platform won't automatically eradicate poor quality data: if any of the issues listed previously – data silos, legacy technology, etc – aren't addressed, your Data Quality will suffer.



## 2. Data Strategy

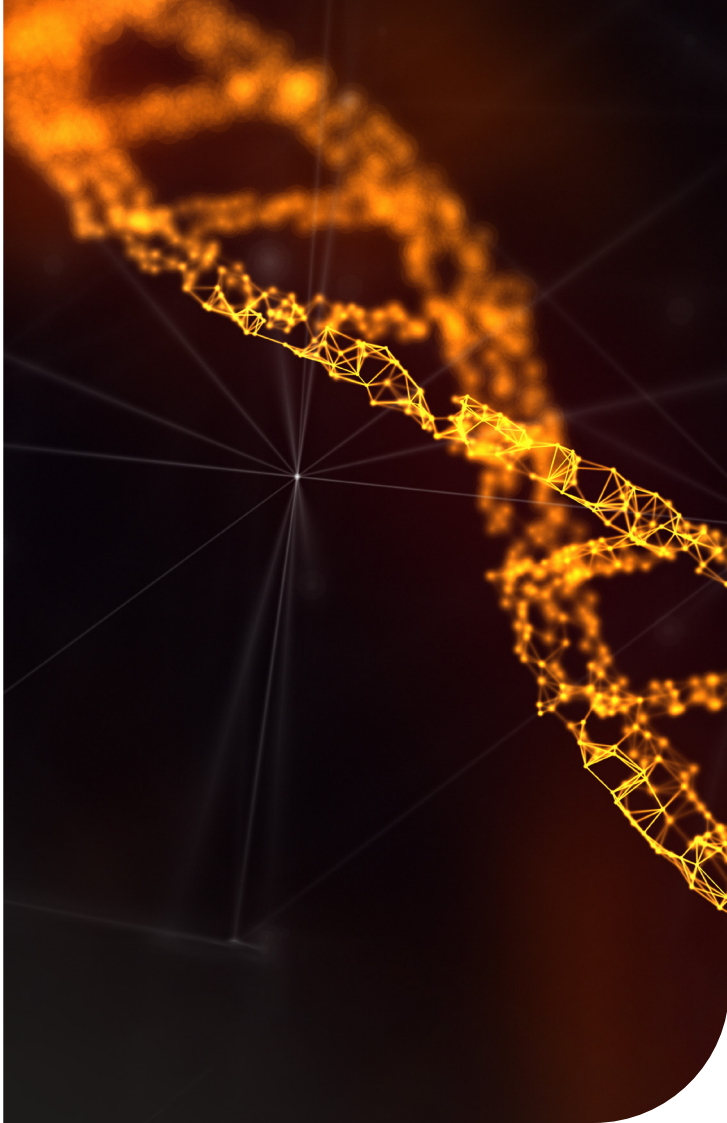
Data plays a pivotal role in the working of any public sector organization, governing body, institution or company. However, most organizations underestimate the importance of a Data Strategy to support their employees and citizens in their pursuit of solving complex problems. Becoming a truly data-driven organization means looking at your data as the single point of truth for business decisions. In essence, a solid Data Strategy is a core principle for making any MDM efforts successful.

## 3. Data Governance

An effective Data Governance initiative is crucial to collating data that can be trusted. It's a framework of processes and technology that governs how people use data, while also making sure everyone understands the importance of that data, both for the organization and the individual. There are two questions that will have a big impact on your Data Governance's success: "How reliable is my citizen data?" and "Why does it matter?" If you can communicate the answers through your Data Governance process, you will find that people are more likely to embrace transformation.







## 4. Data Culture

Deploying a solid MDM framework could mean changing processes that your organization has been following for years. If the people or departments within an organization resist these changes it can hamper the success of an MDM initiative. That's why working towards a Data Culture where everyone understands the long-term benefits of MDM and commits to making it a success is essential. If your organization is ready to embrace data and democratize how it's used throughout the business, you will have more success in achieving your Golden Record. If it isn't, you can start taking steps towards it at any phase of your MDM journey. In fact, for many organizations, MDM acts as the catalyst that changes the way they perceive data, by making it accessible, available and valuable to everyone.

## 5. Data Compliance

As citizens become more aware of having a say over how their personal data is used, public sector organizations need to be aware of legislation such as GDPR and the Data Protection Act 2018, among others, to ensure they are fulfilling regulatory requirements. When a citizen asks for their data, or for it to be removed in its entirety, you need to know how to honor their request. When implemented correctly, MDM can supply you with the key tools to boost data compliance within your organization. It will help you to regulate data, making it easier to show what you have, where you have it, and how you deal with data requests.



# An Agile Solutions approach to citizen MDM

You can use public sector data to boost your citizens' experience, improve departmental efficiency, save costs and run your organization more effectively – confident that the information you have is accurate, up to date and reliable. Or, you can risk alienating, frustrating and irritating citizens with data that doesn't reflect who they really are – driving decision-making, automations and processes with data that is either out of date or inaccurate. **The difference lies in how you approach your citizen MDM.**

Find out what's standing in the way of your Golden Record: **contact our team for practical advice on implementing MDM.**

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