

Data Insight

Unlocking the potential of data

Public sector organisations now have an unprecedented amount of data at their fingertips - but unlocking its value to solve problems and create impact is challenging.

Data Insight is a powerful tool in our demand management portfolio that helps turn this wealth of information into truly usable insights. By combining, co-ordinating and assimilating data from across your organisation, we can create more aware, targeted and predictive services that better manage demand and provide positive outcomes for citizens. We enable:

- Evidence-led policies and informed decision making.
- Targeted spending to create the greatest impact.
- Earlier citizen intervention to reduce costs and service demand.
- Predictive modelling of citizen demand and likely regional scenarios to aid future preventative service models.

Overview

Today, it's likely you have lots of data, but no co-ordinated picture. Think of that as a two-dimensional map. Our joined-up approach layers multiple datasets to build a three-dimensional view, which will enable you to solve the more complex problems and reap greater rewards further down the line.

We will help you think differently about the information generated by your citizens, services and partners and do more with the data you have. We can guide you from an assessment of your data maturity, to building the right service demand model and eventually embed a truly data-driven culture.

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Key features

See your data maturity

We can give you a comparative snapshot of your ability to use data to inform decision-making, with a practical plan for improving your skills, capabilities and practices.

Understand demand

We can join-up multiple datasets to reveal the underlying causes of service demand and create a clear action plan to address these pain points.

A trusted partner

Rely on our expertise to keep you secure and compliant on your data journey, as you build your confidence, experience and skills.