

> Sector/Product Guide (Public Sector)

Adding a new dimension to citizen engagement and participation, as well as enhancing service delivery in a cost effective way.

eGovernment

The mobile channel gives an added dimension to eGovernment initiatives, whether by text message, MMS or mobile internet (WAP). Mobile Interactivity is effective in improving citizen engagement and participation as well service delivery because it is instantaneous, easy to use and available to all.

Many of the services that are now being delivered through eGovernment can, or are being supported and enhanced with mobile data services. When properly integrated the result for the organisation is increased interaction in a cost effective manner.

Good Communication

Good communication is a vital factor in effective public service delivery, and the mobile phone is now a vital factor in good communications. No multimedia strategy or contact centre is complete without the capability to handle text or picture messages received from the general public or send responses to their mobile phone if requested.

Accessibility

Mobile phones are personal and ubiquitous, and can be used to interact with specific and hard to reach audiences. Whether your target groups are isolated, speak foreign languages, or are tech-aware teenagers, the mobile medium offers a unique way to interact.

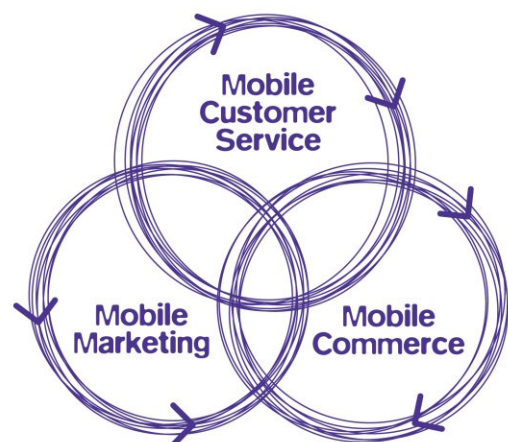
Value for Money

We offer off-the-shelf and bespoke solutions for all budget ranges. We develop our applications in such a way that allows them to be adapted to changing priorities in the future and use widely understood protocols and technologies.

We appreciate the need for value for money in public service. Following OGC guidelines and the "build once, use often principle" we can apply services that we have developed for previous projects to new ideas. We also work well with incumbent digital teams, such as your web agency.

Multiple Uses

We believe the mobile channel can offer something to all departments within public sector bodies, be they marketing, functional or ICT.



The range of services is limited only by the imagination:

1. Find My Nearest Services

Our 'Find My Nearest' application - built on the mobile networks' Location Based Services ("LBS") technology - allows users to locate nearby facilities, such as recycling centres and licensed minicab offices etc.

LBS relies on the geographical co-ordinates of the 'cell' in which the mobile phone was used to request the service. Alternatively users can text a postcode if they require another area.

2. Enable Feedback and Communication

Handle SMS requests for brochures, leaflets or printed forms. Conduct research, consultation and opinion polling through mobile internet sites. Manage internal communications for staff without mobile email.

Receive reports of problems such as graffiti and abandoned cars, by text or picture message. All services can be integrated with existing call centre technology and inserted into workflows.

3. Alerts

Most operational functions can be enhanced with the mobile channel, subject to obtaining the user's permission. Appointment reminders can be sent by text message or local residents alerted to parking bay suspensions etc.

4. Data validation

Any frequent interaction to update records can be simplified and costs reduced through the mobile channel. For example voters can confirm no change or minor amendments to the Electoral Roll via SMS.

5. Mobile Commerce

Users are able to register their bank card details or use a premium rate SMS to make micro-payments such as library and other fines etc. Mobile barcodes can replace tickets for events or even travel.

Marketing Campaign Tool

Mobiles can be used as a highly targeted part of an overall marketing campaign. This may involve messages sent directly to handsets or citizens responding to a "text-in" featured on above-the-line media.

Mobile Internet (WAP) Sites

Integrated with your website and potentially drawing from the same content, a WAP Site would include the latest features such as; graphics optimised for individual handsets, and usage tracking. In addition the WAP Site would update automatically as your website updates.

Have you tested what your current website looks like on a mobile phone? (Most public sector websites do not load on a mobile handset.)

Our Expertise

Incentivated's staff have significant experience in marcomms and mobile telephony, as well as experience of working with the public sector to deliver effective services. We also work for leading global private sector organisations.

We have five years of experience integrating our mobile data applications with clients' existing systems. We operate a user friendly interface, provide a comprehensive Service Level Agreement, and 24/7 support where required.

Our Values

Our values go beyond the purely financial. We operate a triple bottom line, including environmental and social aims. We actively seek to work with organisations that can apply our product to environmental, social or health related issues.

Compliant and legal

We are members of the Mobile Data Association and Direct Marketing Association. We are fully compliant with the new legislation on Electronic Marketing, including DPA and PECR regulations. We are also on the COI digital media roster.



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