



# SAP Innovation Awards 2019 Entry Pitch Deck

Revolutionizing Citizen Engagement for Christchurch  
City Council

DXC Technology

THE BEST RUN





[https://youtu.be/4\\_gvkk4PvAU](https://youtu.be/4_gvkk4PvAU)

This year we are introducing the ability to provide us with a short video (no more than 3 minutes), that describes the challenges your project addresses and any notable benefits.

To provide a video:

- Create your video
- Post to [YouTube](#), [Vimeo](#) or other publicly accessible site
- Paste video link in above

**IMPORTANT:** If you include a video in your Pitch Deck, you must comply with data privacy, and in particular [GDPR](#). This requires that you have written consent from anyone whose personal data is included in the video.

# Revolutionizing Citizen Engagement for Christchurch City Council with SAP & DXC Technology



“The digital interface we have for citizen interactions has enhanced engagement and improved service delivery. It has helped us simplify our internal processes, and enabled us to deliver better outcomes and experiences for our citizens.”

Dana Burnett, My Council  
Program Manager,  
Christchurch City Council

Christchurch City Council needed to improve the quality of the interactions and outcomes citizens were experiencing when seeking Council assistance. The challenge was to vastly improve the overall user experience, reduce complexity and automate the manual processes that governed the workflow around providing feedback, receiving requests, issuing work orders, and dispatching field-service teams.

Leveraging the Cloud and SAP Customer Experience solutions, a new digital interface and request management platform was introduced, allowing citizens to easily and quickly engage with the Council; and for the Council to act on these interactions through simplified, end-to-end digitized processes.

This solution has enabled Christchurch City Council to transform the way it delivers 46 public services. It now offers a tailored, omnichannel experience for its 380,000 citizens, which has modernised every day interactions, reduced barriers for citizens accessing services, and providing choice in how citizens chose to interact.

Business insights increased significantly overnight. The Council can now visualize geographical trends, allowing elected members to better understand constituents' needs.

A reduction in the request process times. Ordering a rubbish bin previously took up to **four weeks** and can now be fulfilled in just **days**

Digitalization of processes now means **0% paper usage** for field service officers



## Partner Information

### DXC Technology

As development partner for the Citizen Engagement Accelerator, DXC Technology was the logical choice to partner with SAP for the implementation of the Christchurch City Council solution.



We were delighted to lead the design and implementation of this transformational digital solution. I congratulate Christchurch City Council for recognising the benefits that accrue to residents when core service requests are digitized. It is fundamental to providing improved citizen experiences, and is a key factor in furthering citizen engagement and trust in the Council at a time when many Christchurch residents are still negotiating the debilitating effects of the earthquakes and the subsequent rebuilding of their city. It was a privilege to deliver a solution that offers real, measurable improvement in the everyday social infrastructure of the city.

**Tim West, Global SAP Hybris Practice Leader, DXC Technology**



DXC.technology



## Business Challenge & Objectives

The devastating damage wrought by the 2010 and 2011 Christchurch earthquakes left a significant strain on the local Christchurch economy, spurring Christchurch City Council to look for better public value for their ratepayers and improve the service experience for citizens. To work towards making Christchurch a modern, mobile and innovative city, one of its first initiatives was to address feedback from its citizens that highlighted a need for Council to improve interactions and service delivery. The key challenges to overcome were:

- Service request fulfillment relied on significant manual processing, built around an existing request management system that was outdated and no longer extendable to provide self-service and business insight
- The lack of centralized customer data management for request management and feedback meant that citizens had no visibility of their interactions with the Council and it had no single view of customer information for request services

The primary objectives of this project were to harness new technologies such as APIs, the Cloud and Geographic Information Systems (GIS) in order to:

- Provide visibility to citizens of their request service interactions with the Council
- Produce a single view for customer services of citizen information of request services for to ensure a consistent service
- Improve the ease and choices citizens have when they report an issue or request service from the Council
- Reduce callbacks and provide one platform for all request services and citizen complaints.
- Have a better ability to monitor service performance across the Council





## Project / Use Case Details

Christchurch City Council identified 46 public services to transform into an omni-channel experience. Among these were services for rubbish collection, wheelie bin requests, graffiti removal and water connections.

Using SAP Cloud Platform and the SAP C/4HANA suite, the key components of this solution were:

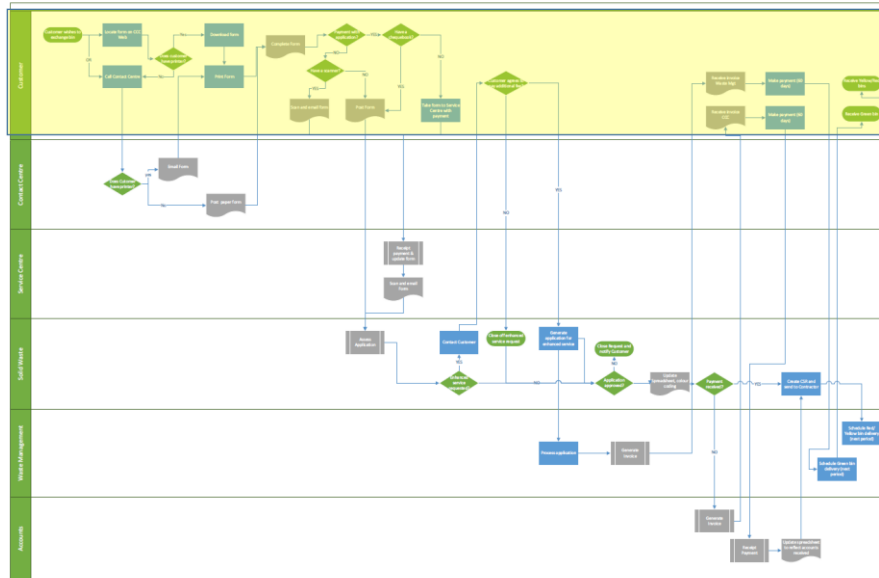
- **Citizen Engagement Accelerator** - A citizen portal enabling citizens to quickly and easily interact with the Council via web or mobile when submitting service request or paying bills
- **Service Cloud** – Enabling Council to automate the processing of requests and giving it a centralized view of customer interactions regardless of channel
- **Integrations** - The Council utilizes many legacy systems that needed to remain and integrate with the new solution. The strategy was to follow an 'API first' approach by exposing and consuming APIs, allowing for a seamless integration between old and new
- **Geospatial Information System (GIS)** - Integration with the Council's GIS allows tickets to be pinned to a specific location. Not only does this provide valuable business insights, it reduces the number of call backs by employees to confirm locations and also ensures tickets are routed through to the correct business unit first time



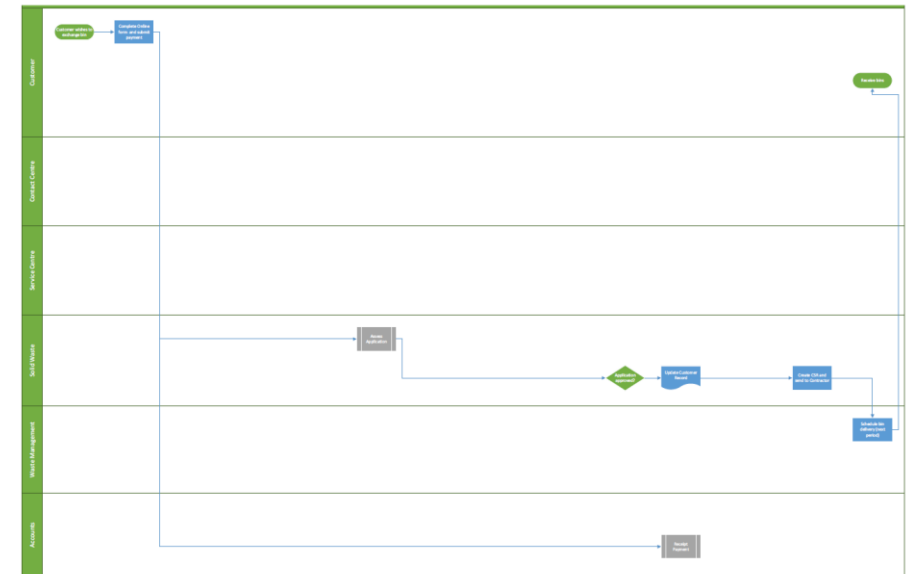
# Project / Use Case Details

## Process Improvement

Prior to implementation of the solution, many processes were unnecessarily complex and services, such as ordering a new bin, were paper based and could take weeks to fulfill. By conducting end-to-end service design, these processes were simplified and standardized dramatically. The citizen experience was at the forefront of the re-design, however the outcome has also significantly improved efficiencies for both in-house and field staff.



Former process for exchanging a bin



New process for exchanging a bin



# Benefits and Outcomes

## Business / Social

- Integration with GIS means the Council can now analyze information, spot trends, and identify problem areas sooner
- Elimination of paper-based processes reduces double handling and provides more automated order fulfilment
- Richer sources of data enable more meaningful analysis, providing a better understanding of constituents' needs
- Automation of routine processes allows Council to refocus resources in areas where personal interaction is more valuable
- Closer integration of front and back office processes transforms service delivery practices

## IT

Moving from analogue to digital processes:

- Streamlines workflows
- Improves monitoring
- Enables staff to provide citizens real time status updates
- Frees up staff to concentrate on higher value tasks
- Improves IT efficiencies, reducing the number of systems used and maintained
- Reduces costs associated with maintaining legacy systems
- Establishes a platform to deliver a richer array of online services and future innovation

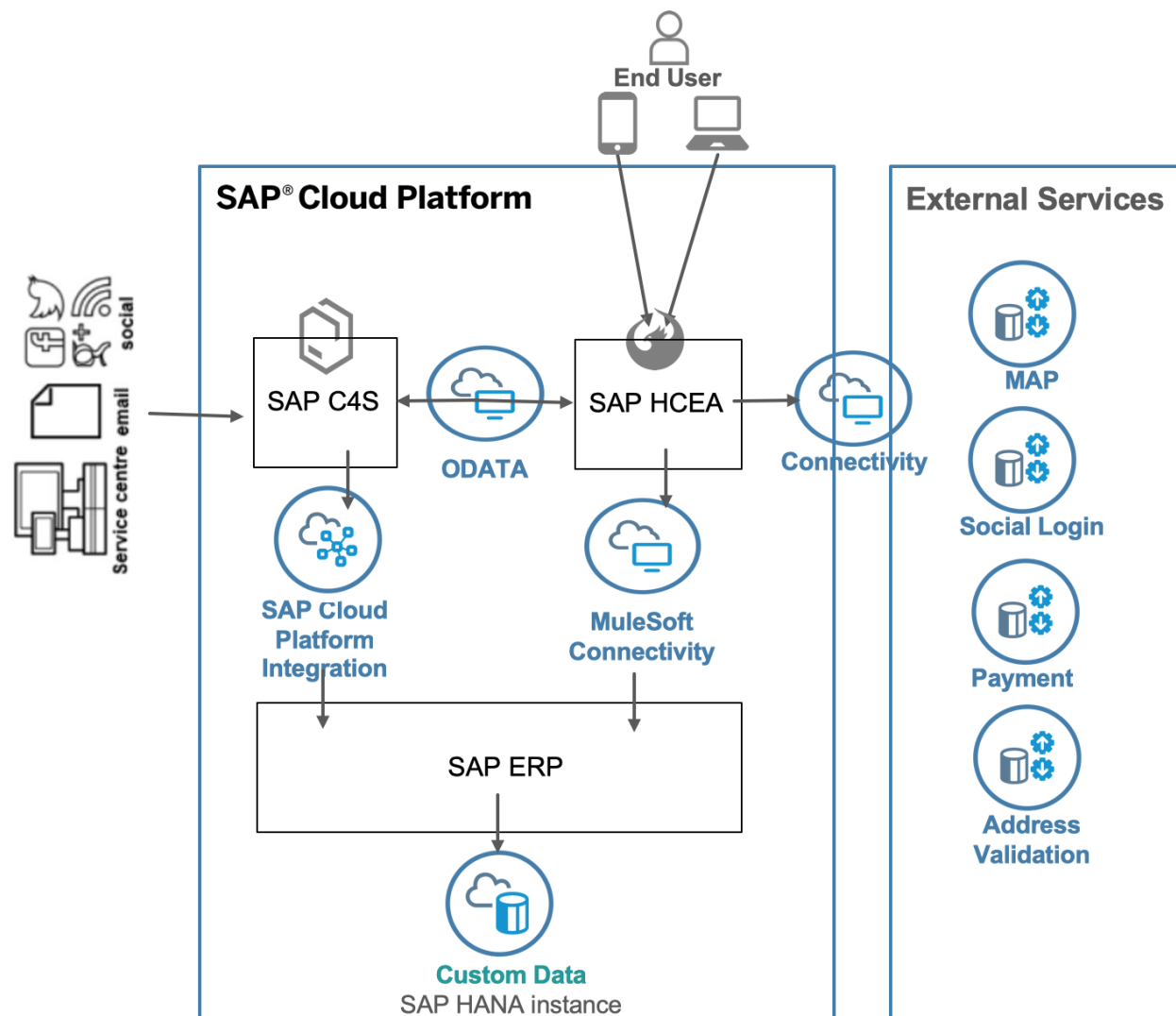
## Human Empowerment

- Citizens can interact easily with the Council using the device and channel of their own choosing
- Citizens are empowered to use the camera on their mobile device to capture images of issues, such as potholes or graffiti, and pinpoint them on the Council's GIS.
- Field services staff no longer have to use paper books and return to the office to type up notes – they can log requests on the move
- Real time and personalized interactions close the loop and have increased citizen satisfaction
- Delivering better outcomes builds trust and promotes improved citizen participation, which in turn, allows Council to deliver richer service offerings and vastly improved citizen experiences





# Architecture





## Deployment

Date of Deployment or POC: 19 September 2018

Number of live users: 30,000+

### SAP Technologies Used:

Product	State
Citizen Engagement Accelerator	Live
Cloud for Service	Live
Cloud Platform Integration	Live
S/4HANA	POC

Server Processor: Intel(R) Xeon(R) CPU E5-2640 v3 @ 2.60GHz

Linux Distribution: CentOS Linux 7 (Core) (kernel 3.10.0-862.9.1.el7.x86\_64)



# Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	API Economy / Integrate the Intelligent Enterprise	Yes	Integration of various systems (legacy and new) through APIs streamlined 'straight through' processing, sped up service delivery, and reduced the cost to serve each transaction. The integrated data sets enabled the customer to gain intelligence about their service delivery and operations, exposing unique opportunities to target services – such as being able to pinpoint the location of specific graffiti offenders by associating images of their styles and geolocating their offences to identify patterns
2.	Cloud Native / Event Based Architectures	Yes	The use of cloud native applications shortened the implementation of the project and provided a model that has enabled Council to continue to deliver improvements to the citizen experience with ease.
3.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	The SAP Cloud Platform was leveraged to extend the digital core with the capabilities of C4S to enable end-to-end business processing of service requests from multiple digital channels.