SME™

Create a single version of the truth with your data.

Public Sector– It is time to operationalize your data.

The Business Challenge

Most municipalities can give you accurate information on their population and demographics as it is a fundamental part of their operations. However, if you ask the business leaders which branch has the lowest call volume or highest level of customer satisfaction, there is often a struggle to produce credible answers on the fly. This is because, although they have good volume of data, it is uncommon to have all this data in one dynamic location.

The Approach

This challenge is felt across various state and local agencies. With multiple data sources and collection systems, the idea of integrating them is daunting. The initial step was to engage with SME, a Business Intelligence consulting company that specializes in customized solutions and approaches for companies across the U.S. As an elite Solution Provider for Qlik, SME can work with you to determine the best platform and size for your business needs. Choosing Qlik Sense® for its interactive visualizations and associative model, applications were built featuring both executive dashboards and granular dashboards to focus on the KPIs– average call or wait time, customers served, satisfaction, and calls answered.

Once KPIs are established, data is brought in from disparate sources to layer geographic and demographic data for instant pattern recognition. This layered data with SME's architecture support allows for drag and drop visualizations. These visualizations encourage users to drill down and learn more about what their data is trying to tell them.

Solution Overview

Industry: Public Sector

Function: Data Blending

Key Performance Indicators:
- Average Call Time
- Average Wait Time
- Customers Served
- Customer Satisfaction
- Calls Answered

Benefits:
- Daily Reporting
- Data Accessibility
- Branch/location level analytics
- Data As A Service (pull in data like population and demographic data)
- KPIs mapped to understand geographical patterns

Qlik Sense® features that Drive Insights:
- Mapping: layer data over geospatial visualizations for pattern recognition.
- Disparate Source Integration: ingest multiple data sets to see the whole story in your data.
- Storytelling: build dynamic presentations so you can share the insights you gain in your analysis.

Qlik Q®
Partner

Elite Solution Provider
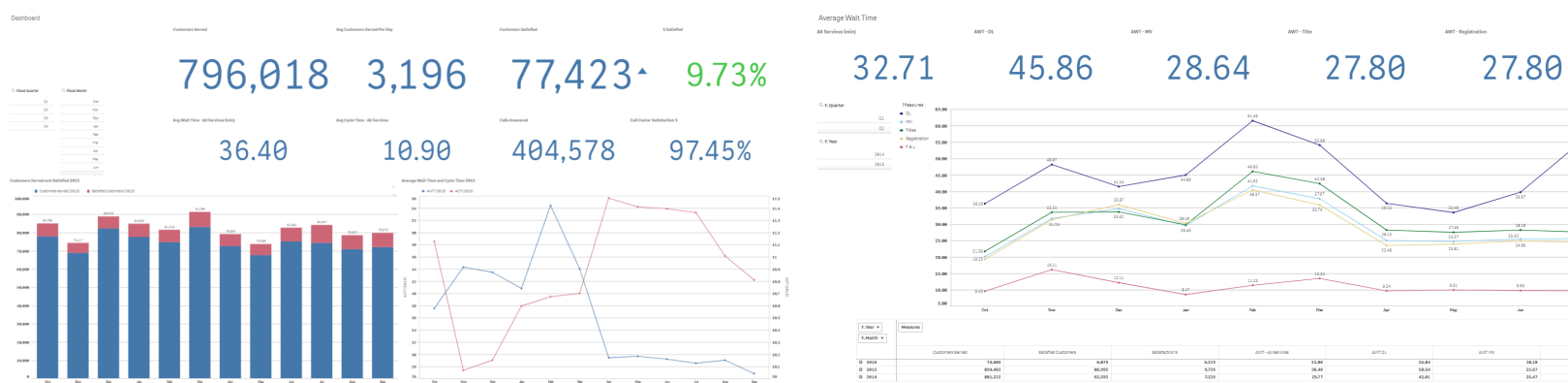
The Business Value

The business value delivered by undertaking a project like this is substantial. Several ways public sector customers are achieving success include:

- Examining branch/location performance
- Near real-time scorecards for customer service reps (CSRs)
- Greater analysis into the history of CSRs
- Ability to forecast Turnovers of CSRs

The business value is centered around the actionable analysis you can put in front of the entire organization in a quick and easy way. Dynamic storytelling and reporting ensures your data is governed and readily accessible.

Realized Value

As the Director of Processing Operations, I need to know about the work flow that comes in and out of our processing center. While the numbers have always been there, they were not readily available or consumable. With SME's BI integration, we truly work smarter not harder. Instead of spending time manually running reports, with a few clicks into our dashboard I can see everything down to monthly or daily work center data. I will admit that my management team and I were overly joyful when this capability came to us, because instead of searching for reports or compiling the numbers we now have them at our fingertips.

- Charlotte Luke of Hillsborough County Tax Collector
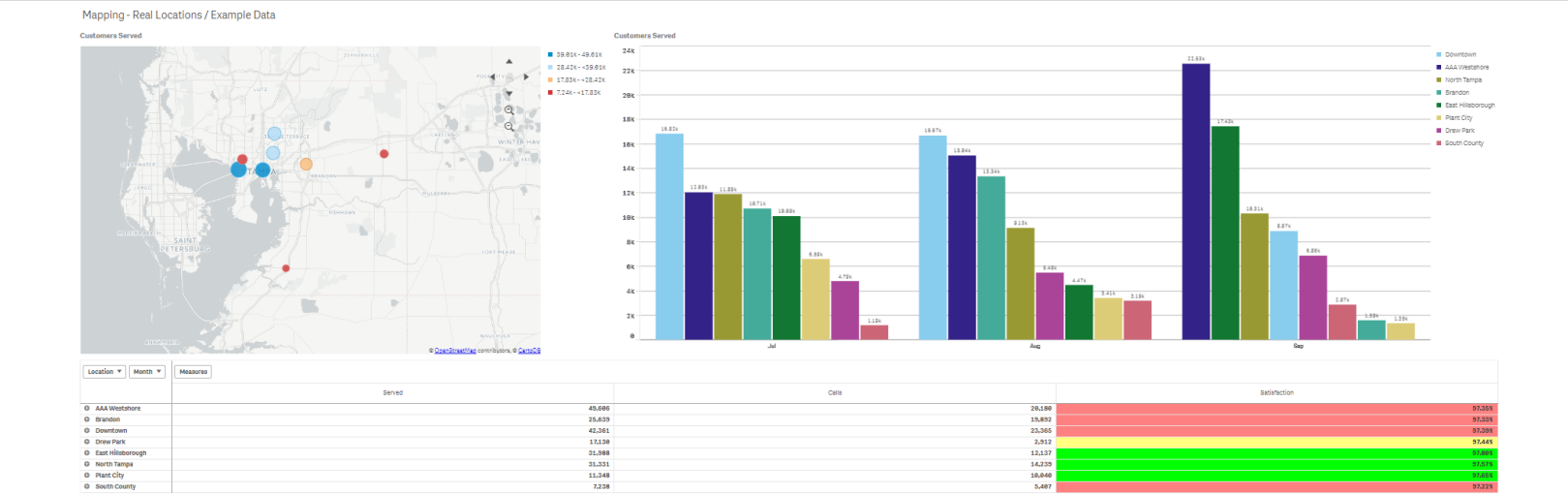
Next Steps

SME's consultants operationalize companies' existing data providing a true and real-time evaluation of their current business landscape. Reach out to Info@smesgroup.com to learn about this use and others.