

People and Places Customer Insight

WHY USE CUSTOMER INSIGHT?

Customer insight is a well used marketing tool, but only fairly recently has it been recognised as having a powerful role to play in public services. It is no longer acceptable to offer a one-size-fits-all service to your customers – they are much savvier about what services they want and therefore what their council, landlord or health service should provide them as a customer. The I&DeA have recently emphasised the need for the public sector to gain an understanding of their customers, saying *“Public expectations of local services are growing, and only by truly understanding what is really important to people can a service be efficient and effective”*

Using the latest CACI Insights software, M-E-L Research can now offer an innovative solution to providing data about people and places using Customer Insights and GIS mapping technology. By offering the combined function we can not only help you to understand what different types of customers want, but can also map where these customers live so services can be targeted at the **right people, in the right places**. This service can be applied across the public sector in all sorts of different ways, from targeting communication campaigns to identifying hotspots or to simply mapping the location of customers across an area.

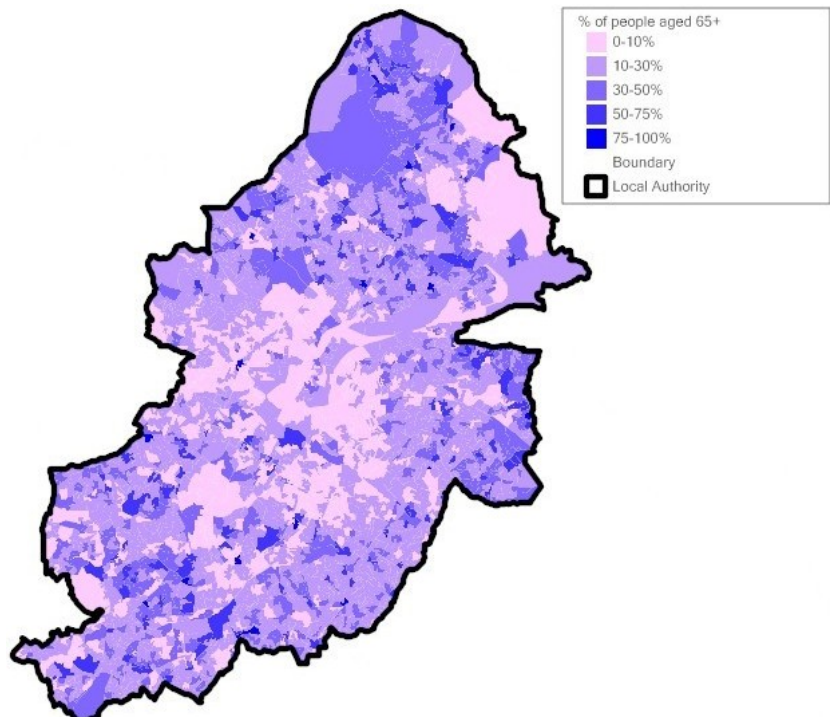
PEOPLE

Understanding who your customers are is the first step in being able to tailor services to their needs and issues. Neighbourhood profiles are an ideal way of providing you with this information about who your customers are, whether this is at a very localised level such as a census output area, or at a more strategic level such as an LSP. Using CACI Insights we can develop neighbourhood profiles tailored towards your needs.

PLACES

Having understood who your customers are, the next step is to find out where they live. Using thematic mapping we can display your customer data on geographical maps, as well as plotting other data such as ethnicity, age, deprivation, crime perceptions or ACORN classification. For example the map below shows the percentage of over 65 year olds across Birmingham by census output area.

The physical location of services such as health centres, schools, libraries, police stations or youth centres can also be overlaid on the map.



For further information about our customer insight work, please contact Helen Clive @ helen.clive@m-e-l.co.uk or call 0121 604 4664