Case study - Norfolk Concessionary Fares Group (NCFG)

Local Authority ISL Scheme

Overview

A consortium of seven Districts jointly has procured a turnkey Card Management System (CMS) to manage card issuance and cardholder relationships within the Freedom Pass Scheme (ENCTS). The Districts using the system across dozens of locations are Breckland, Broadland, Great Yarmouth, North Norfolk, Norwich City Council, South Norfolk and West Norfolk/ Kings Lynn.

Advantages of joint procurement

The joint approach to procurement has generated several advantages:

-Reduced capital costs

-Reduced revenue costs

-Reduced ongoing enhancement costs

-Shared discussion to system development

-A single Account Manager coordinating individual discussions

-A cross-district approach to cardholder registration

-Reduced card printing costs

-A common platform in preparation for becoming SMART

Scope and Functionality

The initial launch encompassed over 100,000 cardholder records and 99% of cards were delivered by 1st April 2008. The CMS integrates seamlessly with any ISL approved external card bureau while on this occasion Euclid Ltd was appointed by the NCFG.

The system is fully hosted in Unicard's data centre and accessed by well over 150 users across dozens of locations in the 7 districts. A simple, self-administered User Configuration Panel allows access to the system at different levels and within each level different functions can be assigned to each user.

The council Project Leads are in complete control of their scheme and able to enable or disable individual functions, amongst which of particular interest:

-the ability to only view records and not request cards
-the ability to determine which type of address look-up is used

-the ability to Delete cardholders from the database
-the ability to force a user to change their password and the frequency of change

Customer Relationship Management

The NCFG members manage their customer relationships efficiently across users by using enhanced CRM functionality such as:

-Digital document vault for storage of application forms or other scans
-Bespoke and personalised letters, associated to each cardholder record
-Time and date stamped call logging
-Variable expiry dates depending on the customer's eligibility requirements

Auditing

In addition, the system offers a full audit trail of all the activity which takes place on the cardholder's record by displaying time stamped details of the changes with the name of the operator.

Reporting

A broad range of preconfigured MS SQL reports provide essential management data.

A typical representation of the system environment is shown below