

## Where can Mosaic Romania be used by government?

Mosaic has many applications in local and central government across a variety of service areas:

- **Transformational Government** - Central and local government increasingly recognise the need to be entirely citizen focused in the delivery of their services. In order to do this a transformational agenda needs to be implemented and underpinned by an in depth knowledge of each citizen. This knowledge of how citizens want to access services and communicate with their local authority can then be translated into a truly transformed service delivery strategy.
- **Customer service** - Mosaic provides a basis for personalised communication strategies, ensuring accurate and relevant channels are used. Communication with residents is paramount to ensure that they are aware of, and understand, the public services available and their options for accessing those services.
- **Deprivation** - Mosaic Sector complements the Index of Multiple Deprivation (IMD) by providing a postcode level estimate of deprivation and identifying pockets of deprivation sometimes missed by the IMD. Mosaic enables you to avoid the dangers of averaging high and low levels of deprivation within a larger area, and provides you with a much improved understanding of types of people and deprivation, allowing you to identify the most appropriate remedial policies.
- **Strategy** - Mosaic provides a detailed understanding of people and communities in your area to support decision making and policy formulation at a strategic and operational level, as well as a framework for identifying specific needs so that appropriate, relevant and effective services can be developed. Mosaic can also be viewed at an area level year on year to understand changes in demography over time.
- **Community development** - Mosaic paints a rich picture of the residents in your area in terms of their socio-demographics, lifestyles, culture and behaviour, which can help determine their local government service needs. Council services and awareness activity can therefore be directed and targeted to those who need them most.
- **E-government/e-services** - Mosaic can enhance e-government systems by profiling existing and likely users to provide a detailed picture of who is already using e-channels, who could be using them, and what they could use them for. The success of such initiatives is largely dependent on a keen understanding of the citizen base and their propensity to use such services. This understanding can be used to market the service to those who will use it, and also to ensure the services available are aligned to citizens' needs and wants.
- **Equality and diversity** - Mosaic Public Sector can provide an understanding of the many dimensions of ethnicity and culture at a local level. It can help you to find difficult-to-reach target groups, carry out geographical profiling, identify attitudes and preferences and target promotional campaigns
- **Revenues and benefits** - Mosaic Public Sector helps you understand the unique financial and demographic position of every household in your Local Authority. This allows you to develop appropriate strategies with the ultimate aim of increasing council tax payments. Mosaic will also identify households that should be claiming benefits but are not and allows you to target direct debit campaigns to those households that are most likely to convert.

**Best value** - 'like for like' benchmarking allows local authorities to measure how well they are doing compared to other demographically comparable Local Authorities and to learn from those that are performing better, so that improvements can be made and best practice established.

**Geographical Information Systems (GIS)** -Mosaic can be imported into any GIS system, allowing data to be mapped at point or area level and enabling you to better understand spatial relationships in particular areas.

**Health** - Through understanding the characteristics and requirements of their resident populations Primary Care Trusts can deliver relevant, focused and cost effective services. Mosaic can be to Hospital Episodes Statistics (HES) data and health surveys, along with a variety of lifestyle based health information to provide a rich picture of communities and their likely health profiles. Please visit <http://www.healthmapping.nhs.uk> for an example of this work.

**Community safety** - Mosaic helps Police forces understand the local population and analyse crime characteristics. This allows you to: put preventative measures in place; identify areas with high fear of crime to target reassurance; quantify local crime hotspots and predict areas of high risk. This capability enables Police to efficiently allocate resources at a tactical and strategic level. Mosaic also provides a method for benchmarking against forces with a similar demographic profile or with flagship forces on a truly 'like for like' basis.

**Recycling and the environment** -Understanding the socio-demographic profile of those households that are more or less likely to recycle, produce a little or a

lot of household waste, are energy efficient or inefficient, is crucial to success in achieving the twin aims of encouraging environmental responsibility and delivering an excellent service to your residents.

**Education** - Mosaic can be linked to an educational database to provide a unique insight and understanding into pupil's attainment at each level, and achieve accurate and context-based benchmarking of educational attainment. Mosaic can also be used as an indicator to identify schools / pupils eligible for free school meals. In addition Mosaic can provide the level of insight needed for schools and colleges to truly understand and engage with their target markets and to ensure their courses are relevant to the needs of the surrounding population.

**Transport** - Understanding the demographic profile of an area and the likely transport needs of that population is crucial to developing new routes, understanding likely usage and planning the mix of transport services within your area.

In summary, any area of Local Government where an understanding of people, households or places is required will benefit from the use of the Mosaic classification system. This breadth of applications allows Mosaic to be used as the 'common currency' for understanding target segments in joint and partnership working, bridging the gap between individual and specific service area data.

Please note a variety of supporting materials, papers and case studies are available upon request for each of these areas.

## About Geo Strategies and Experian

Geo Strategies and Experian have teamed-up to provide information, also analytical and marketing services to organisations in Romania to help manage the risk and reward of commercial and financial decisions.

Combining their unique information tools and understanding of individuals, markets and economies, our teams of consultants work with organisations across industries to establish and strengthen customer relationships and provide their businesses with competitive advantage.

From services in contact strategies, customer journey, CRM and data strategies, to Mosaic consumer segmentation, Micromarketer area analysis and profiling, to the application of customer-driven insight and targeting of public sector services, we can assist.

**Contact us at [mosaic@geo-strategies.com](mailto:mosaic@geo-strategies.com) or call us (+44 1223 205080, +40 269 210832 or +40 722 940) for more information about how you can benefit from our support for Romania.**

**To find out more about what Geo Strategies does for Romania, go to [www.geo-strategies.com](http://www.geo-strategies.com)**

