



## **Steria and APD launch next generation Contact Management solution, SmartContact, for the police**

### ***In summary***

Steria and APD have formed a unique product development partnership to deliver SmartContact, a fully integrated, end-to-end contact management solution, which will enable the police to provide a consistent response to public contact in and beyond the control room. Better communication and information will lead to improved service and enhance the public's perception of the police.

**Paris, France, 19 November 2013** – Steria, a leading provider of IT-enabled business services, and APD Communications Ltd, a global leader in control room, mobile information, resource location and tracking solutions, have formed a unique partnership to develop a fully integrated, end-to-end contact management solution, SmartContact. The solution enables a police force to deliver a consistent response to public contact - whether in the control room, at the front desk, via online communications, or in the community. It means that a caller shouldn't have to waste valuable time repeating information that they have already told the police. It will also save the police force time by ensuring they have relevant information when they need it, facilitating a more efficient and targeted response.

With over 45 years' combined experience of working with [emergency services](#), Steria and APD are experts in creating, delivering and supporting mission-critical control room systems. The first product release from this new partnership, SmartContact, builds upon Steria's STORM Command and Control solution, the management of emergency and non-emergency call handling and citizen call-backs for enhanced service delivery, which has been joining up the logging of incidents with officer dispatch, resourcing and information on the frontline for many years. It also leverages APD's CORTEX Communications Management and ASPIRE CRM solutions, which introduce multiple communications channels and logs all interactions with the public both in the control room and beyond. SmartContact eliminates "double keying" by automatically populating information fields and integrating data coming from different communication channels.

SmartContact, which provides an intuitive user interface, gives police employees rapid access to information relating to a member of the public and their interaction history with the force. For example, it will be able to flag if the person is known to be vulnerable, or a repeat caller. Another area where SmartContact enhances existing working practices is regarding feedback to and from callers. It flags calls suitable for a follow-up, to provide an update on the status of an incident and to obtain feedback on performance. This will enable forces

to improve the performance of the frontline responders. It also means that staff at a police station front desk or officers in the street with a mobile device can access information relevant to the enquiry they are dealing with.

John Torrie, Chief Executive Officer, Steria Limited, UK, , said, "The value of customer intelligence in the private sector is well recognised, yet surprisingly few police forces use Customer Relationship Management as part of their policing solution. This is why we have partnered with APD to deliver a contact management tool for police forces. SmartContact enables a police force to make consistent, informed contact with a member of the public, and maintain this from the initial station visit, phone call, email or social media message, right through to the last interaction."

Steve Denison, Managing Director, APD, said "In times of austerity, the police find themselves busier than ever striving to drive down crime levels. SmartContact is a vital tool for police forces enabling them to make informed decisions and deploy officers where they are most needed, improving efficiency and further reducing crime. Better communication and information will lead to improved service and enhance the public's perception of the police".

SmartContact will allow a force to build on its current SteriaSTORM platform and other contact centre initiatives, thereby maximising existing investments.

With more than 650 dedicated consultants working throughout the police and emergency services sector at local, regional and national levels, Steria offers solutions that incorporate innovative new business models and best-of-breed technologies, including its own SteriaSTORM Command and Control system and proven expertise in business process optimisation.

**- ENDS-**

**About Steria:** [www.steria.com](http://www.steria.com)

Steria delivers IT enabled business services and is the Trusted Transformation Partner for private and public sector organisations across the globe. By combining in depth understanding of our clients' businesses with expertise in IT and business process outsourcing, we take on our clients' challenges and develop innovative solutions to address them efficiently and profitably. Through our highly collaborative consulting style, we work with our clients to transform their business, enabling them to focus on what they do best. Our 20,000 people, working across 16 countries, support the systems, services and processes that make today's world turn, touching the lives of millions around the globe each day. Founded in 1969, Steria has offices in Europe, India, North Africa and SE Asia and a 2012 revenue of €1.83 billion. Over 20%(\*) of Steria's capital is owned by its employees. Headquartered in Paris, Steria Group is listed on the Euronext Paris market.

(\*): including "SET Trust" and "XEBT Trust" (4.15% of capital)

**About APD:** <http://www.apdcomms.com/>

Innovation is the very essence of APD - 28 years of experience in communications technologies is testament to that. Each of our employees takes pride every day in what we achieve for our customers. With offices in the UK and the Middle East, APD is a global leader in control room, mobile information, resource location and tracking solutions. We specialise in delivering mission-critical and business-critical solutions to organisations within the public sector; transport, security and logistics industries. APD's products are used in over 100 client sites in the United Kingdom, Scandinavia, Eastern Europe and the Middle East. Our solutions are in daily operational use in every UK Police force; other customers include the Swedish Police, Abu Dhabi Police and leading organisations such as The Emirates Group and London Underground Limited. Our success is based on

a simple philosophy - we listen. We work with our customers to create an understanding of their business and develop this into real solutions that work.

### **Press contact**

Jennifer Lansman

Tel: +33 1 34 88 61 27

e-mail: [jennifer.lansman@steria.com](mailto:jennifer.lansman@steria.com)

*For more news from Steria, follow us on*

