

Local Gov IT: Increase Knowledge of ‘Self-Service’, Benefits of Councils and Citizens

Mantis designs, manages and delivers a successful PR programme

BACKGROUND

Gandlake, a highly successful print management software company, with a good profile and existing customer base in local government, tasked Mantis with helping to **develop a positive sales environment** for its new product, Citizen’s Account. Citizen’s Account is a secure online portal which enables citizens to ‘self-serve’ and enables local authorities to reduce customer service costs by moving transactions online. Between 2006-2008, Mantis worked to increase awareness of the benefits of self-service technology in local authorities (via trade media) and citizens (via local / regional media).

RESULTS

- Press coverage: 2008 (26 articles), 2007 (19 articles), 2006 (11 articles)
- Press releases: 2008 (8), 2007 (7), 2006 (1)
- Case studies: 2008 (4), 2007 (2), 2006 (0)
- Opinion articles: 2008 (4), 2007 (3), 2006 (0)

- For trade media, Mantis developed customer press releases and case studies with local authority customers, including: Test Valley, Croydon, Kingston, Hackney, Haringey Sutton, Rushmoor, Northampton and Richmond

- Mantis designed, undertook and published results of a survey into the availability (or lack of) self-service technologies on local authorities’ websites

- Mantis created a local authority ‘group’ – The London Five – to collectively talk to the trade media about the benefits of self-service and Gandlake’s product

- Built close relationship with the Editor of *Insight*, a key trade magazine read by staff in local authority revenue and benefits departments (the primary purchasers of the self-service technology)
 - ✓ Secured publication of 7 opinion articles and or case studies during 12 months
 - ✓ Met editor regularly for lunch and coffee

- Launched and, promoted locally / regionally, a charity donation scheme to encourage citizen registrations for online self-service