



# Case Study



City of Westminster

**Westminster City Council wanted to create a citizen index, and then load the index data into their existing CRM system**

## The Brief

The City of Westminster is located in the heart of London and is home to the Monarchy, the Government and many Commonwealth High Commission and foreign embassies. The City includes within its boundaries some of London's most prestigious landmarks and districts, including Westminster Abbey, Houses of Parliament, Buckingham Palace.



Westminster City Council wanted to create a citizen index, and then load the index data into their existing CRM system.

## The Solution

Silverbear worked closely with the Council's data team to map and understand the current data systems.

Using their data cleansing system, Silverbear created a 'Golden Citizen Record' which involved layering and reconciling each record as it was loaded onto the system. In doing this, it highlighted inaccuracies in the current data, so Westminster City Council could then de-duplicate records, and follow up other details through their call centre to resolve any missing details.

The system also enabled the Council to follow the legislative rules and best practice guidelines for Data Protection.

## The Results

Westminster City Council were able to fully populate their CRM for the first time ever, and, at the end of the project, had a single citizen index which referenced and resolved historically ensuring no outstanding errors were re-loaded onto the system. The system was consistent with relevant e-gif standards, including the correct address details.

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Silverbear Membership Management Software solution is part of the portfolio of solutions from Silverbear Ltd. Employed within societies and membership organisations throughout the UK, Silverbear Membership Software helps organisations to build, define, examine, inform and communicate with existing and potential members.