



# Blue Badge Permit Application & Management

**Abavus Ltd**

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Sales & Marketing Director

# Agenda

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- Introduction & recent background
- Overview of platform structure
- Demo of Digital Blue Badge Process
- Additional features of the Blue Badge solution
- Questions & Answer

# Frequently Asked Questions

- Is this session being recorded?
  - Yes
- Can I get a copy of the slides? Can I see the case study you reference?
  - Yes, we'll email a PDF copy to you after the session has ended.
- Can we arrange a re-run for colleagues?
  - Yes, just ask us.
- How can I ask questions?
  - Your line will be muted to reduce background noise
  - Please use the chat facility in GTM – Direct questions to **Rachel Clinton** or Everyone (if we run out of time we will follow up with you afterwards)

# Blue Badges - Role of local authorities & challenges



## Resource intensive

This is a complex service - Delivered by central government for 207 local authorities of different sizes and with different processes, and in all parts of the UK\*\*



## Lacking automation

The current service is a legacy one and clearly does not meet needs of the users, and has been described as 'the most complained about DfT service'\*\*



## Keeping customers satisfied

Many users of the service are long term disabled and a proportion of them is low on the digital inclusion matrix\*\*



## Localised delivery on less resource

Local Authorities having both responsibility for ensuring the applications are genuine and issuing the badges, and significant freedom regarding them e.g. charging\*\*



## Challenges to innovation

Local authorities having both responsibility for ensuring the applications are genuine and issuing the badges



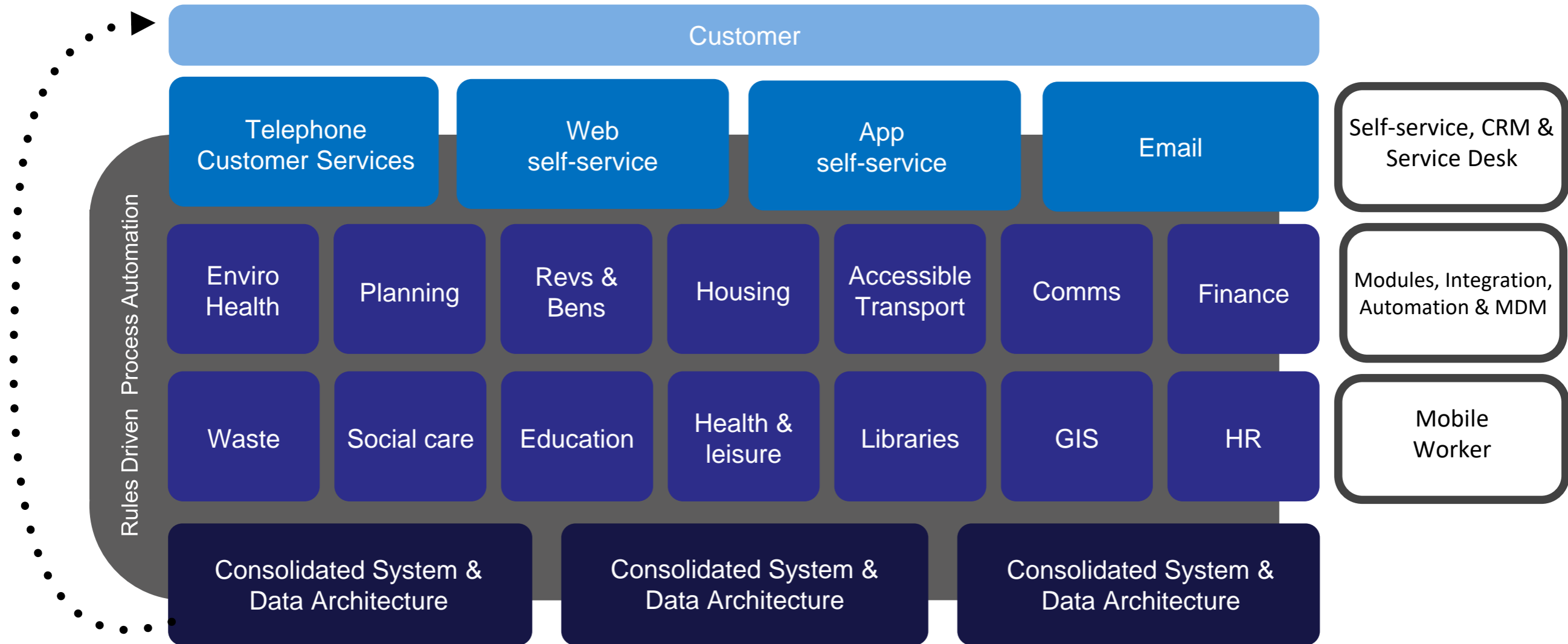
## Analytics & analysis

Ability and requirement to report on and analyse data as part of service management

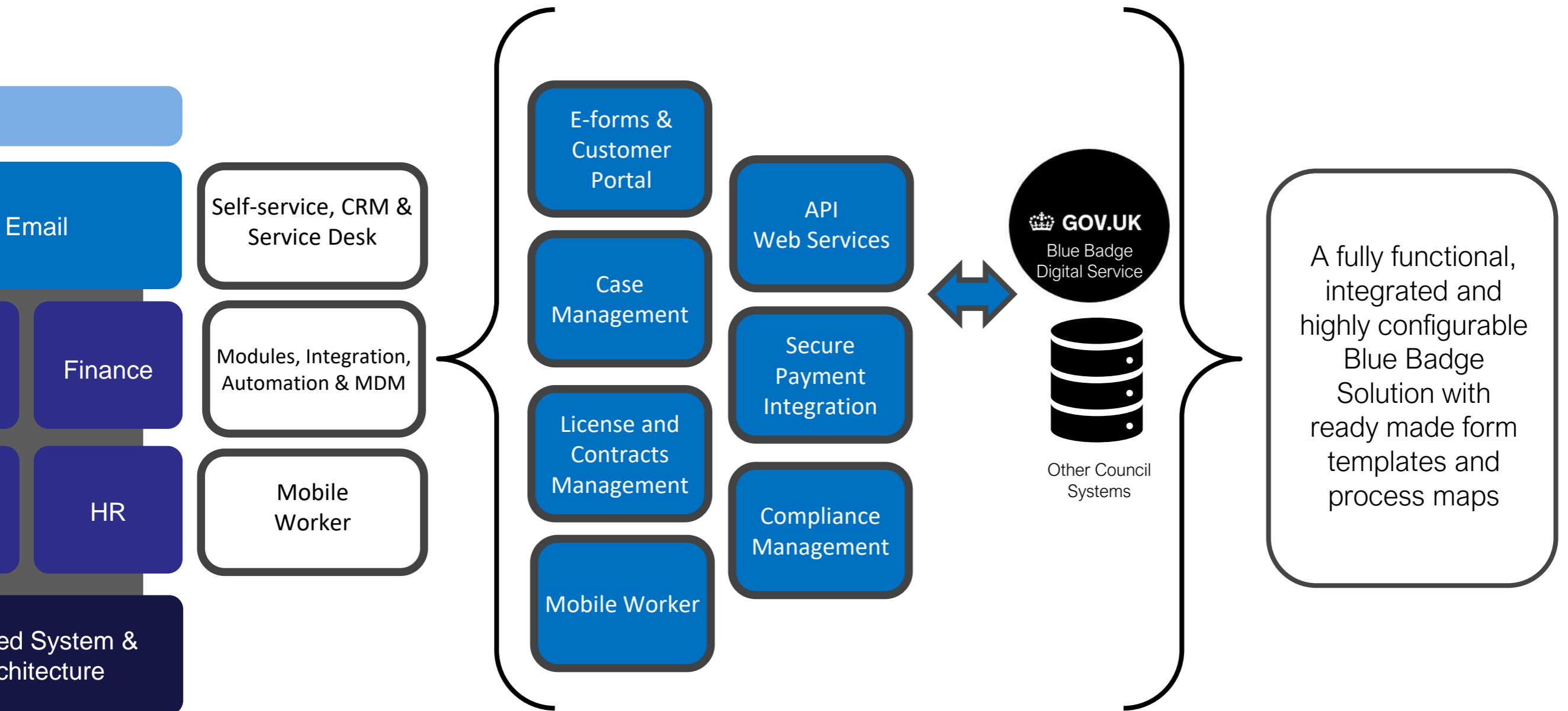
\*\*Excerpts from:

<https://www.gov.uk/service-standard-reports/apply-for-blue-badge-alpha-assessment#description>

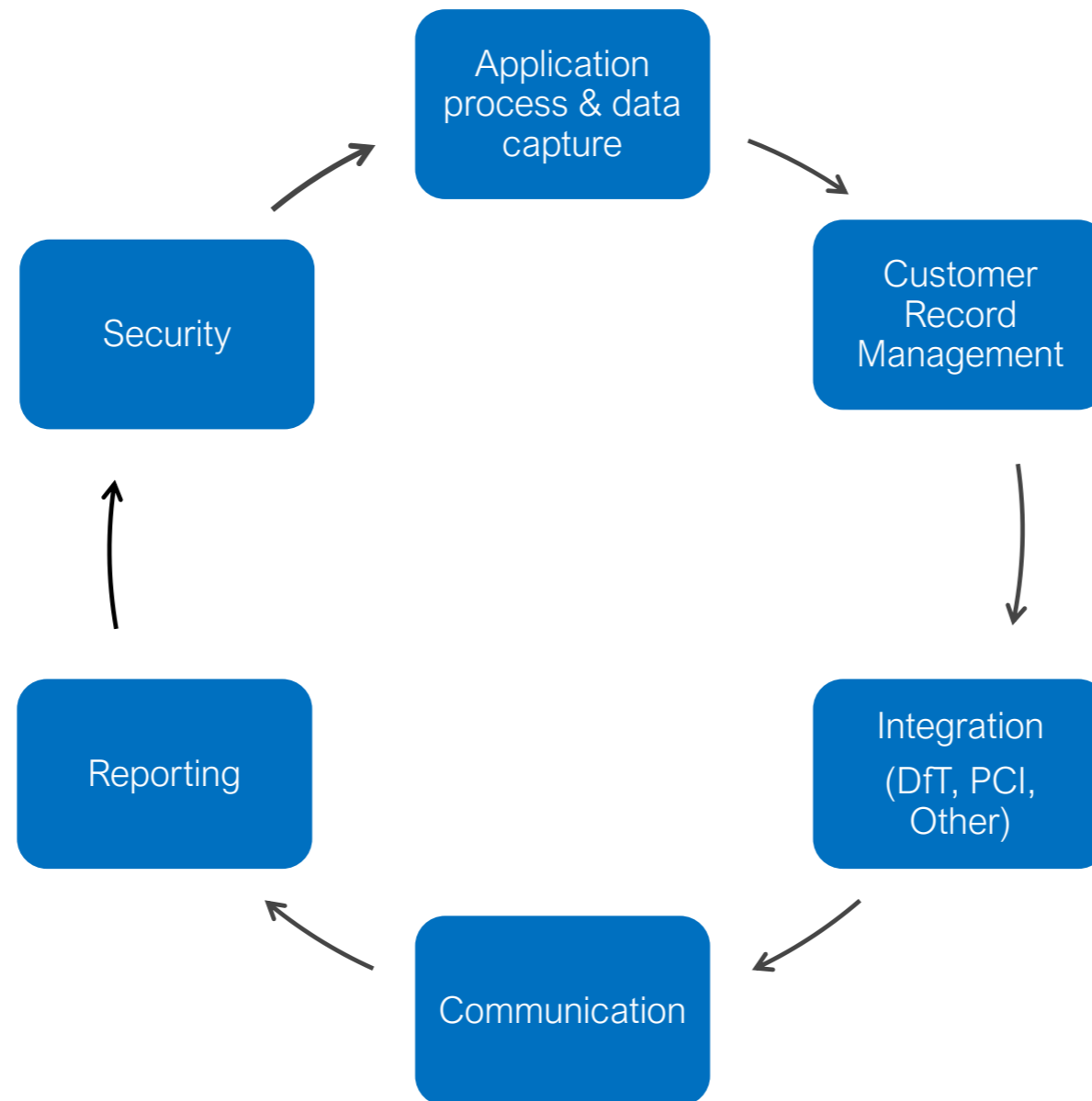
# My Council Services for modern Blue Badge administration



# My Council Services for efficient Blue Badge administration



# My Council Services for efficient Blue Badge administration



Demonstration...



# Investment...



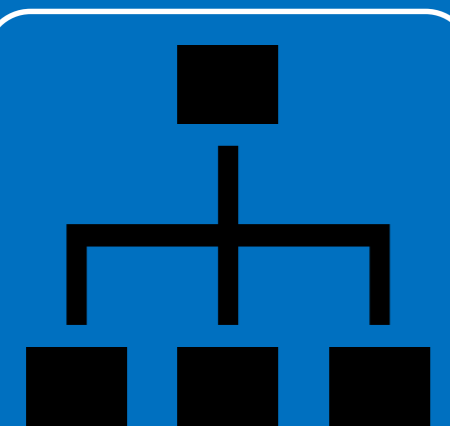
## Entry Level Blue Badge Solution

- £8k initial investment
- Year 2 - £2K ongoing
- Application, Appeal & Report Misuse eforms
- Integration to Dept for Transport Blue Badge platform
- x 3 Service Desk licenses for case management (with Compliance Scoring)
- Access to self service reporting



## Standard Blue Badge Solution

- £14k initial investment
- Year 2 - £8k ongoing
- Unlimited e-forms & customer portal usage
- Departmental Service Desk case management licenses (with Compliance Scoring)
- Integration to Dept for Transport Blue Badge platform
- Pre-configured Blue Badge reporting templates



## Enterprise Blue Badge Solution

- £20k initial investment
- Year 2 - £8k ongoing
- Unlimited e-forms & customer portal usage
- Departmental Service Desk case management licenses (with Compliance Scoring)
- Integration to Dept for Transport Blue Badge platform
- Integration with Gov Notify platform for communications
- Pre-configured Blue Badge reporting templates

# Summary, final thoughts and close

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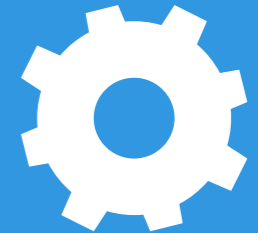


## Affordability

The most functionally rich enterprise platform available in the UK today with a low cost of ownership.

## Flexibility

An enterprise platform where you only pay for functionality that you want.



## Scalability

Rapid development cycles continually enhancing the platform to ensure that changing customer needs can be accommodated.

## Support

Dedicated UK telephone support with exclusive tailored issue to resolution service.

