Atos Origin

Enabling Social Inclusion

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Atos Origin

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Turning Client Vision into Results

Causes and UK statistics

- **Some causes of IT "Exclusion"**
  - Infirm (chronic)
  - Disabled
  - Elderly
  - Children
  - Poverty
  - Learning difficulty
  - Social barriers
  - Linguistic
  - Apathy
- **Disability groups' UK data:**
  - Hearing difficulties   3,527,000
  - Vision impaired / blind   1,176,000
  - Physical impairments   5,291,000
  - Cognitive dysfunction   2,939,000

- **DWP and Census statistics suggest:**
  - "limiting long term illness"   10,855,835
  - disability allowances paid   4,100,000
  - 75 years of age and over   4,404,741
  - Under 16 years of age   11,858,857
  - receiving "key benefit"   7,560,000
  - "no qualifications"   12,671,266
  - social grade E   9,454,737
  - non- native English speaking   3,598,477
  - Households without computers   ca 9M

  - Population   58,789,194
  - Households   21,660,475
  - DWP's "customer base"   ca 24M
  - Income of top 20% to bottom 20%   ca 5:1

Excluded persons in the UK?	**3M? 6M? 10M? 20M? More?**
Excluded persons in EC-25?	**>10 times those in the UK?**

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Some key customer features

Commercial focus
- **Social groups ABC1**
  - AB   20%
  - C1   30%

  - tendency to embrace use of "new channels"
  - at ease with intangible assets
- **Barriers to using "e-"**
  - trust
  - lack of holistic view?
  - personal preference
- **Enablers**
  - convenience
  - kudos
  - …?

Social Protection focus
- **Social Groups C2DE**
  - C2   16%
  - D   18%
  - E   16%

  - demonstrable reluctance to use "new channels"
  - rely on the tangible
- **Barriers to using "e-"**
  - trust
  - presence of holistic view?
  - knowledge
  - ability (physical, cognitive)
  - accessibility (financial, physical)
- **Enablers**
  - ?

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Motivations

Commercial Suppliers

- gain market share from competitors
- address "wants" more than "needs"
- focus towards lower cost channels for service delivery at the risk of excluding buyers
- already much back-office automation
- front-office automation and staff reductions, with functions pushed onto customers ("self service")

Social Protection Providers

- not competing for customers (usually!)
- address (and assess) "needs"
- tend towards universal coverage at the risk of attracting and managing ineligible claims
- much opportunity for increased back-office IT
- increases in front-office staff and personal service to customers as well as increasing self service

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Available media and channels

Service provider "push"

- TV
- Telephone (outbound)
- Direct mail
- Canvassing (street / home)
- Speeches / meetings
- Posters
- Newspapers / magazines
- e-business
- ...

Customer-led

- Face-to-face
- Call centres (inbound)
- Paper-based
- via personal proxy / agent
- e-business
- ...

Core requirements
- consistency of message / content
- but tailored to audience segment
- and delivered over accessible channels

Turning Client Vision into Results

- **Welfare services are most frequently needed by people who are least equipped to make use of "e-services"**
- **Service designs need to be informed by**
  - the service users' abilities, peace-of-mind and convenience
  - the service provider's ambitions and constraints
- **"e-" facilities in Welfare do not always achieve the service provider's success criteria.**
  - The technology and infrastructure may be flawless, but ...
  - the service design often fails to give full consideration to the needs and desires of the ultimate recipients of welfare services.
- **Tackling inclusion in the lower 20% can guide designs that are attractive and inclusive for the upper 20%**

Socially inclusive, practical, effective and efficient "e-services" for welfare are "90% hearts and minds and 10% technology"