

CIVICA

Xpress Mobile  
Canvasser App

Smart, secure digital canvassing



Making **democracy** happen

The Xpress Mobile Canvasser App replaces traditional canvassing methods by digitising canvasser data and using tablets to gather information.

"The Xpress Mobile Canvasser App automates a lot of work we previously had to do manually. The canvass used to be a huge task over a period of 3 – 4 months. Now we hardly notice it's going on."

**Rachel Thomas,**  
Senior Electoral Officer,  
Swindon Borough Council

This proven approach to canvassing will transform your paper-heavy, time-consuming process into a modern, cost-saving one.

Our cloud based Mobile Canvasser App is used in more than 85 authorities by over 2,500 canvassers across the UK each year.

Encrypted data is securely uploaded to tablets for canvassers to carry out door-knocking stages, easily complete the Household Enquiry Form (HEF) process and add, amend and delete electors at a property on the doorstep.

The Mobile Canvasser App is proven to increase the HEF and Invitation to Register (ITR) rates, especially in areas where the return rates are typically low.

If you are looking to modernise your canvass, reduce costs and leverage digital technology to improve citizen engagement, take a look at the benefits of becoming part of the ever-growing number of Mobile Canvasser App users.

**Smart, secure digital canvassing.**



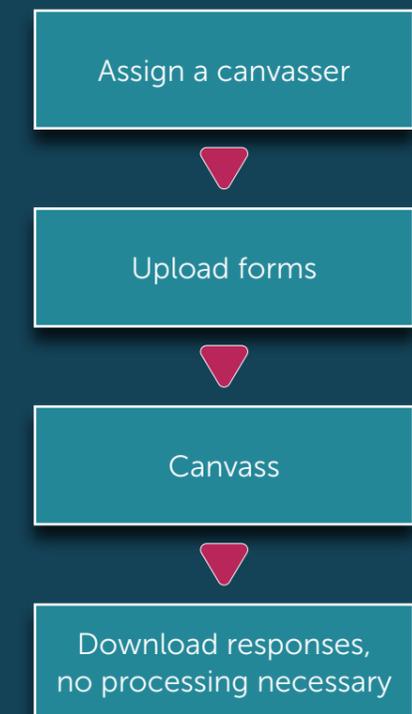
## Canvassing compared

The Mobile Canvasser App significantly reduces workload compared to traditional canvassing methods:

### Standard paper canvass



### Mobile Canvasser App canvass



"It definitely makes the door-knock process easier and much more efficient. Details can be updated immediately without having to decipher the handwriting of the elector or the canvasser. Everything is done on tablets now - it's so much easier!"

**Tracy Gibbs,**  
Electoral Services Manager,  
Dover District Council

# Delivering better outcomes

Delivering improved outcomes for all your stakeholders, our Mobile Canvasser App will transform the way you work.

## Election Office - reduces admin

- ▶ Increases return rates, giving a more complete and accurate register
- ▶ Greatly reduces the number of paper forms to sort, scan and process. All the data is captured on the doorstep saving administration time
- ▶ Improves visibility of the canvass with live updates on how many properties still need to be visited
- ▶ Increases control by enabling you to create, amend or reassign canvass rounds in real-time
- ▶ Reduces paper use, supporting the paperless agenda
- ▶ Improves data security by eliminating the risk of losing completed forms
- ▶ Delivers a fast return on investment from savings created in posting, processing and printing.

## Canvassers - work smarter

- ▶ Smart integration with Google Maps saves time by providing accurate route planning and easy locating of properties
- ▶ Saves time previously spent returning to the office to drop off completed forms
- ▶ Smart technology on the doorstep invokes trust which increases response rates
- ▶ Improves data capture as ad-hoc ITRs can be created and completed on the doorstep
- ▶ Access to real-time data maximises productivity by ensuring only properties yet to respond are targeted
- ▶ Eliminates time-consuming task of pulling out returns and handling paper forms.

# Features

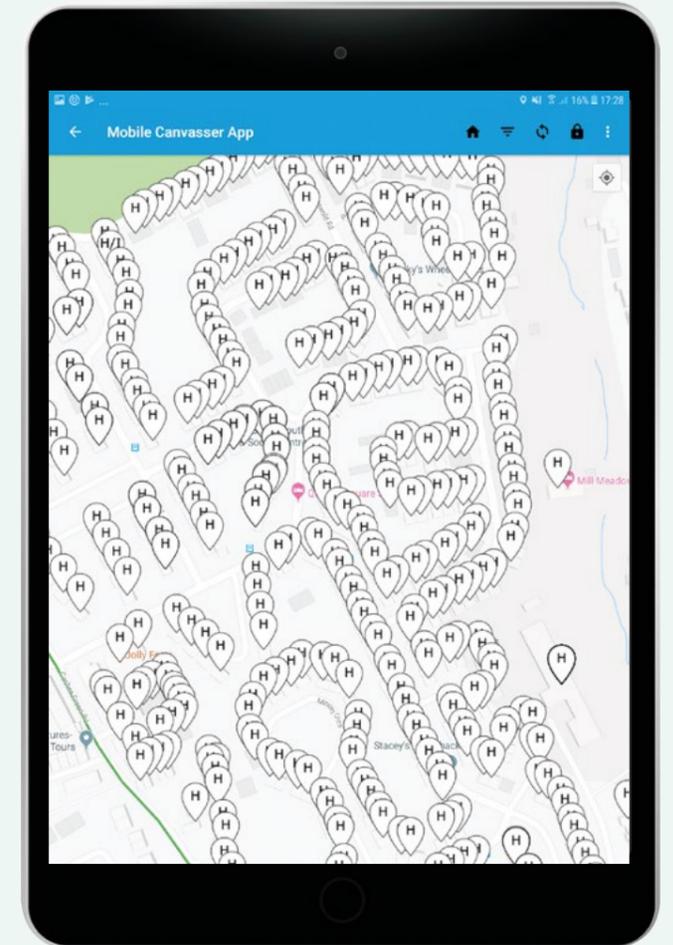
The Mobile Canvasser App is packed with useful features to **make your canvass faster, easier and more secure:**

- ▶ Fully integrated with Xpress Register
- ▶ End-to-end data security with encryption, remote wiping and GPS tracking
- ▶ Data is securely managed in our private and dedicated cloud environment
- ▶ Google Maps integration
- ▶ ISO 27001 compliant.

# Software and device package

The complete Mobile Canvasser App package comes with:

- ▶ Samsung Galaxy tablet
- ▶ 4G compatible with 1GB of data per month
- ▶ Multi-network SIM (Vodafone, EE and Three) included, enhancing coverage in rural areas
- ▶ Xpress Mobile Canvasser App Software
- ▶ SOTI MobiControl MDM system
- ▶ Device Warranty for life of the contract
- ▶ Robust case for protection.



## Get the most from your tablets

Don't leave the tablets in the cupboard outside canvass time! The same devices can be used to run the Presiding Officer App and Polling Station Inspector App on polling days. Data can be synced with the Xpress system allowing your election team to view real-time updates in the office.

# Tower Hamlets



The London Borough of Tower Hamlets has a diverse, highly mobile electorate of almost 200,000. In 2015 they trialled the Xpress Mobile Canvasser App with the aim of reducing costs, increasing response rates and modernising their canvass process. Tower Hamlets Council purchased 40 tablets initially to be used for stage 2 door knocking. Out of 76 canvassers, 40 were given tablets and 36 used the traditional paper forms.

## Outcomes delivered

2.5 times

as many HEFs and nearly 22 times as many ITRs were completed on tablet devices in comparison with paper forms.

£30,000

estimated net saving return on the council's investment in the first year, after taking account of the cost of the app, hosting and tablets.

£38,000

approximate savings for the following year after the successful introduction of tablets by all 107 Tower Hamlets canvassers at the door knocking stage.

"Since its introduction our canvassers have embraced the technology, so much so they would not welcome a return to the 'old paper' process. Mobile Canvasser App is a cleaner, more interactive system that allows canvassers to liaise with the office remotely and exchange data seamlessly. This has helped create a more efficient office environment.

As our canvassers have become more proficient in using the Mobile Canvasser App, they work more quickly and are happy to take on larger areas. Over the years we have reduced the number of canvass staff we employ and, by changing the way we canvass, we will soon have reduced the number of canvassers by approximately 50%."

**Rob Curtis,**  
Head of Electoral Services,  
London Borough of Tower Hamlets

# Blackburn with Darwen



With an electorate of just over 100,000 split across 17 wards, Blackburn first trialled the Mobile Canvasser App in 2015. After a period of evaluation they procured a small number of tablets with the Mobile Canvasser App in an attempt to increase response rates in areas of the borough where response rates are typically low. As a result, those areas could be targeted efficiently with five canvassers covering 13 areas, completing 2,798 out of 4,099 HEF reminders.

## Outcomes delivered

68%

of HEF reminders completed digitally using the Mobile Canvasser App.



Immediate saving with the reduction in print and postage costs.

"We have had positive results using the Mobile Canvasser App from our canvassers as well as the electors, who are more trusting on the doorstep. The canvassers that use the App particularly like not having to carry loads of paper forms around or constantly return to their car to collect forms for the next street. The data on the tablet is up-to-date so no time is wasted visiting properties who have already responded.

We added a couple more tablets for the 2018 canvass to specifically target a large number of properties covered by two of our canvassers. Prior to using the tablet on these new areas their response rate was 65% with paper forms. This year, their response rate increased to 78% using the Mobile Canvasser App.

This solution improves response rates and presents a professional, trustworthy image to the public. I would advise any Local Authority to move to the Canvasser App."

**Sean Gambles,**  
Business Development Officer,  
Blackburn with Darwen Borough Council

# Free app trial

We're so confident in our Mobile Canvasser App that we provide a free trial - so you can test it on your own canvass rounds before you commit to investing.

You can opt to trial a device with test data to explore the functionality, or we can provide a device for you to test alongside your paper canvass.

Trials are arranged on a first come first served basis. If you are interested in borrowing a device to try the Mobile Canvasser App, get in touch early in the year.

"On the area we trialled, we had one of the best response rates using the tablets as people don't mind confirming information but are reluctant to sign a paper form. It is lightweight and portable and holds its charge for a good amount of time. It is a lot easier and more convenient than paper forms and reduces processing time at the office."

**Wirral Metropolitan Borough Council**

"After hearing good things from other authorities we decided to trial the app on two areas and found the whole Mobile Canvasser App process easy to follow. The real-time information, ease of canvasser payments and reduction in paperwork were especially advantageous. The feedback from the canvassers was positive and they said they wouldn't like to go back to paper forms."

**Stockport Metropolitan Borough Council**



# Frequently asked questions

## ▶ What's included in the Mobile Canvasser App package?

The full package includes the app with tracking software and remote wipe functionality preloaded, 3/4G (depending on your area), 1GB of data per month with Multi-Network SIM, Samsung tablet(s) and protective casing.

## ▶ I don't have very good 3/4G coverage in my area. Will the app work off-line?

Yes, the App will securely store all information captured by the canvasser and sync it when Wi-Fi or 3/4G signal is next found. This allows the canvasser to continue to work without Wi-Fi.

Multi-network SIMs are now available to increase your network coverage while canvassing in rural areas. The device will automatically connect to the strongest network at the time of canvassing.

## ▶ How quickly can we be up and running?

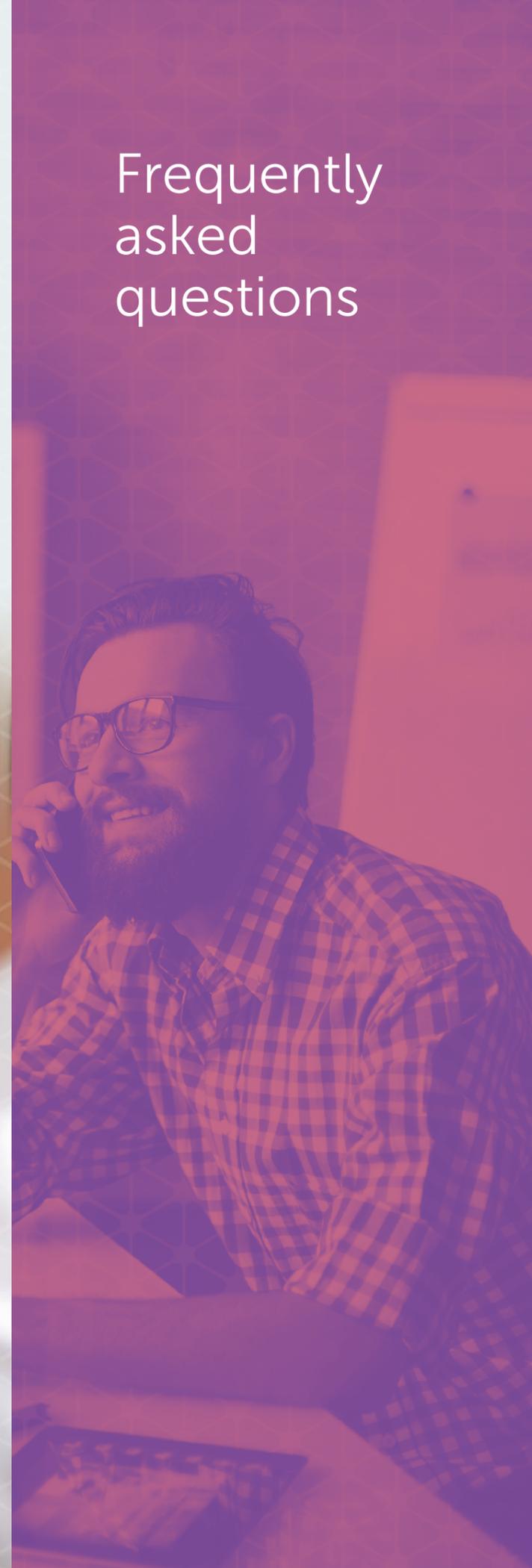
You will be ready to canvass, using the app within two weeks of placing the order.

## ▶ We sometimes share equipment with a neighbouring authority. Could we share tablets?

Yes, you can share tablets but each authority would need to pay the fee to securely manage the app separately.

## ▶ How/where is the app managed and how secure is the data?

The app is securely managed on a dedicated server in the UK. Civica is an ISO-27001 accredited supplier, meaning you can use the app safe in the knowledge that accredited standards for management systems are being applied. In addition, the data is encrypted at all times in our private and dedicated cloud environment.



## Frequently asked questions continued

► Can we trial the device first?

Yes, please contact us and we will be happy to set this up.

► Do you provide training?

The app is designed to be intuitive and therefore requires minimal training and comes with a fully tested user manual.

Onsite training can be arranged if required. And, of course, our helpdesk team will be happy to answer any questions.

► What happens if the tablet is lost or stolen?

The real-time tracking feature can help to locate the device if lost and the remote wipe function allows you to wipe all data instantly if required.

► Can the app be used for other tasks?

Yes, our clients have been using the app to verify ITRs that require evidence of identity.

Many also run our Mobile Election App on the tablets, which will fulfil many tasks undertaken by Presiding Officer & Polling Station Inspectors.

► Do you offer discounts on bulk purchases of tablets?

Yes, there are three price bands, dependent on the number of devices you purchase.

► How much does the full package cost?

The full cost depends how many devices you purchase. Please get in touch to find out more.

Supporting essential services for more than

**90** million people

Producing

**17** years of unbroken growth

Over

**300** councils using cloud-based solutions.

Civica is an international software company and a global leader in public services technology.

We provide the software and automation behind essential every day services, working with our customers to deliver a stronger performance and achieve better outcomes for people and communities.

See how we're making  
democracy happen  
with the Mobile  
Canvasser App

To find out more and book a  
demonstration please  
call **+44 (0)1453 794 999**  
or  
email **xpress@civica.co.uk**



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