



TRANSFORMING THE CITIZEN EXPERIENCE TRULY HUMAN PUBLIC SAFETY

VIDEO TRANSCRIPT

James Slessor: Global Public Safety Lead, Accenture

I think we're living in an age when citizen expectations are rising rapidly and people are looking for improved experiences through everything that they do and I think it is important that policing delivers increased levels of citizen experience to get greater levels of citizen satisfaction.

Joe Oliver: CIO, Royal Canadian Mounted Police, Canada

The fact that citizens now occupy a great deal of space in the digital space it is important for policing to respond to those expectations as well.

Hacer Evans: Director, Digital Policing Portfolio, UK

We are able to buy things, we are able to apply for a passport, a driver's license, all in the digital space, so what we need to ensure that we are able to give the public, the same channels and opportunities.

Joe Oliver: CIO, Royal Canadian Mounted Police, Canada

Citizens will expect services from anytime, anywhere, any device.

James Slessor: Global Public Safety Lead, Accenture

So examples of that might be – different types of channels, different ways of accessing public safety services or resources whether that is the phone, social media or portals, or through apps on their phone, giving people choice is key.

Chief Constable Giles York: National Police Chiefs Council Digital Policing Portfolio Lead & Chief Constable of Sussex Police, UK

Policing is one of those unique services that has to appeal right across the spectrum of everybody, whether you have access to the internet, whether you don't, I think it is about giving people choice and at the same time being effective and efficient in the way that we do it.

Director Anne Aaltonen: Director of Administration, National Police Board, Finland

The new technologies can help to give more personalized information to people, what they need. We can be virtually present in different places, so we are not relying just the physical.

Chief Constable Giles York: National Police Chiefs Council Digital Policing Portfolio Lead & Chief Constable of Sussex Police, UK

I think the volumes of data that are available to us today are staggering, how we cut it can be done in so many different ways but I think at the heart of it really is the trust, how many of society will trust us with what levels of data about them.

Dr Victoria Harrington: Essex Police Center for Analytics, UK

Data is an asset, one of the biggest assets that we have got and because of that we need to have data standards, we need to use it wisely and we need to share our data as widely as possible.



Brian Donald: Chief of Staff, Europol

We actually have to be exchanging meaningful information and one of the things that we trying to do is promote a culture where data sharing becomes the norm.

Director Odette Meli: Australian Federal Police

I think the ecosystem that one often refers to is not just in the law enforcement or policing sector, It cuts across many aspects.

James Slessor: Global Public Safety Lead, Accenture

Increasingly it is including new and diverse individuals, for example people who used to be hackers or advertising agencies which is giving new levels of capability to public safety agencies.

Director Odette Meli: Australian Federal Police

But now more than ever utilizing and engaging with the community far more robustly and early is clearly a huge opportunity for us and seeing as a very positive intervention for public safety and community understanding of the issues that we face as a policing agency or policing globally.

Mark Lyons: Public Safety Lead, Accenture

So I think meeting the customer experience is important because it leads to engagement and customer engagement allows public safety organizations to achieve their outcomes.