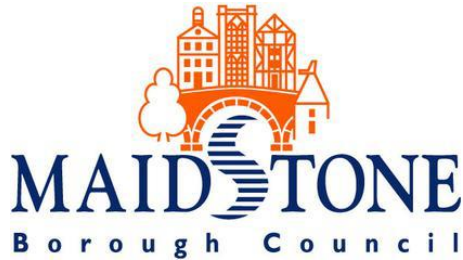| Level | Tier | Scope |
|---|---|---|
| Service | District, County, Unitary | Customer Service |

# Report it App

**Characteristic(s) / CSF(s):**

**Use of Digital and Technology**

**Managing expenditure**

## Problem and Approach

- The council wanted to simplify the way that residents and businesses engaged with the council. As a part of a wider initiative on customer service engagement the council considered the use of digital solutions to increase transparency and reduce the number of steps between identification and resolution.
- The council worked with a private partner to create a 'Report It' app.
- This allowed members of the community to report things like fly tipping. The user can identify the location on a map, upload a photo and complete a form online.

## Outcomes

- The app saved £32K operator time, resulted in reduced reports from the removal of duplicate reports.

- Users can see what others have reported.

- There is no need to login to the system before reporting.

https://maidstone.gov.uk

*iese*

**The public sector transformation partner**