



Case Study

**City of Adelaide – Customer Program
Integrated Reporting**

Integrating the storage and reporting of
data to ensure a rich, customer focused
experience



City of Adelaide – Customer Program Integrated Reporting

Integrating and automating the disparate reports within the Customer Program allows leadership to observe, understand and respond to insights more rapidly.

Problem.

The Customer Program is a customer oriented group within the City of Adelaide, comprising formerly separate teams. Due to the separation between teams in the past, they each have different data storage and reporting processes.

This meant that creating overviews of the status of the program was a complex and time consuming task, requiring a large amount of effort from different staff, and the leadership group was left with a number of reports of various degrees of consistency to sift through and compare.

This made the task of improving customer experience more challenging and time consuming across the board.

Solved.

Exposé used the Council's enterprise visualisation tool of choice, Power BI, to connect to the wide array of data stores used by the Customer Program – relational databases, web-based data repositories and shared flat files.

The solution was created using an Import mode to minimise the impact of data acquisition on a variety of operational systems.

From the fragmented data sources (on premise, cloud, file based, SaaS, etc.) a unified model was built to ensure consistency and coherence between different teams' datasets, and to allow a single set of reports to be developed, scheduled to automatically refresh and made available to the Customer Program leadership group.

Business Benefits.

With a single month of development, the project yielded results previously thought to have been too effort intensive to be feasible at all.

The platform entirely eliminated manual effort to curate previously effort intensive reports, even automating a useful set of reports that had been recently retired due to the sheer amount of effort required previously to maintain them.

The leadership group now has a single source of interactive Customer Program performance reporting, minimising effort required to synthesise and gain consensus, and maximising time to understand insights and make decisions.

Justin Ward
Business Development Manager

Etienne Oosthuysen
National Manager Technology,
Systems & Quality



**Do you have any additional questions, or
want to know more?**

We would love to hear from you.

#exposedata

www.exposedata.com.au



1300 857 348



info@exposedata.com.au



Margaret Graham Building,
Frome Road, Adelaide SA 5000



Level 2, 287 Collins St,
Melbourne VIC 3000