

UK's First Police Reporting App Customer: British Transport Police

CLIENT BRIEF

As a forward-thinking organisation British Transport Police (BTP) were seeking an equally progressive solution to enable the 8 million daily travellers on the national rail network to report crimes and incidents, and travel safely. This coincided with the government focus on doing more to tackle Violence Against Women and Girls (VAWG). BTP sought an innovative use of technology that provided a more comprehensive way to engage with travellers, give them reliable information, promote safety campaigns and give access to the various reporting methods available – all in one place.

WHAT WE DID

Sarax showcased the art of the possible, successfully winning the contract in a competitive tender process. Deploying the Software as a Service (SaaS) platform technology of their sister company, imabi, Sarax tailored it to BTP's requirements around reporting, while utilising the key infrastructure and capabilities imabi's products are known for. Sarax delivered the first national policing app – Railway Guardian.

HOW WE DID IT

Sarax and imabi called upon its team of skilled technical resources, developers, UI/UX specialists and police Subject Matter Experts to deliver its groundbreaking technology. Leading the Programme Management, Sarax embedded with BTP to ensure the contract was successfully delivered on time and on budget. Through this coordination, milestones were not only met, but exceeded.

Working with BTP, Sarax managed the achievement of key milestones such as beta testing, branding and continuing product development.

THE WORKS

Working at pace, Sarax completed the wireframes, workflows and custom development of the public reporting elements of the product, which included working with Train Operating Companies.

Incorporating them led to the first deployment of mobile technology for public environmental reporting.

Using imabi's digital platform to deliver tailored user content, BTP was able to upload existing and new material.

Once all development and configuration was completed, a beta testing phase was undertaken with a wide range of stakeholders. Working with BTP's command and control centre, the deployment of the live 61016 public text messaging service was successfully completed.

Since launching, feedback on the app has been very positive. Users engage with the app for a variety of reasons such as reporting concerns, completing surveys, reading topical information and articles, as well accessing support from charities and concern groups.

BENEFITS

- Harnessing the available technology and products in imabi meant implementation was expedited without compromising quality
- Access to a library of 300+ guides, created by imabi's Subject Matter Experts
- Robust, scalable and tried-and-tested software and platform made the implementation pain-free for the client
- Fully managed SaaS, with the added benefit of being able to freely manage their own content
- New features always being released e.g. geo-location, the users will continually find the app engaging, convenient and useful.

VALUE ADD

- By using our police and technical expertise we were able to easily navigate the landscape and support BTP in their objectives
- Expert application of our privacy-first approach to data means a separation between service delivery to BTP and users' data
- Opportunity for BTP to leverage imabi's presence and active engagement in other sectors to promote social value.