

CIVICA

[Xpress Mobile Canvasser App

Smart, secure
digital canvassing

Making democracy happen





Digitise canvasser data and use tablets to gather information with the Xpress Mobile Canvasser App

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

Our cloud Mobile Canvasser App is used in more than 80 authorities by over 2,000 canvassers across the UK each year.

Encrypted data is securely uploaded to tablets for canvassers to carry out door-knocking stages, easily complete the canvass form process and add, amend and delete electors at a property on the doorstep.

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

If you want to modernise your canvass, reduce costs and leverage digital technology to improve citizen engagement, discover the benefits of becoming part of the ever-growing number of Mobile Canvasser App users.

“ 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

Canvassing compared

Harnessing the power of the cloud, the Mobile Canvasser App significantly reduces workload compared to traditional canvassing methods.

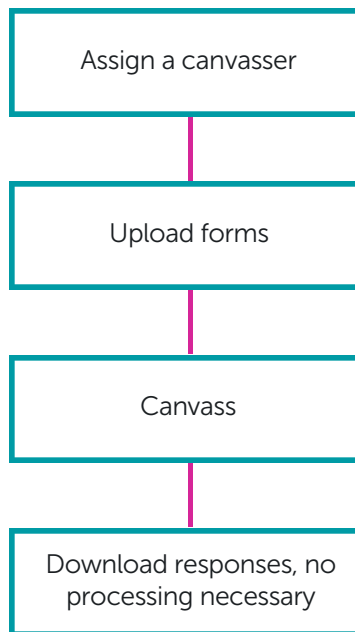
Digitising and automating tasks streamlines the canvass process, allowing you to achieve tangible time and cost savings and to reduce the admin burden on your team.

Smart, secure digital canvassing.

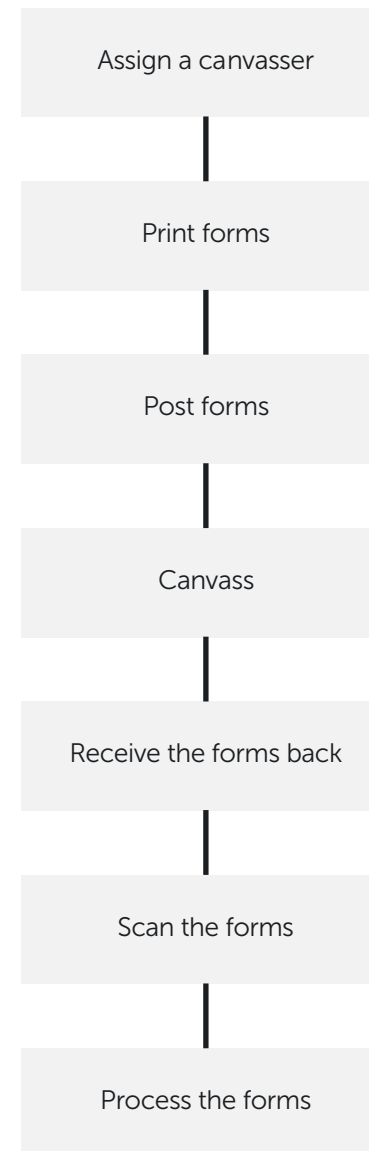
“ It definitely makes the door-knock process easier and much more efficient. Details can be updated immediately without having to decipher the handwriting of the elector or the canvasser. Everything is done on tablets now - it's so much easier!”

Tracy Gibbs
Electoral Services Manager
Dover District Council

Mobile Canvasser App



Standard Paper Canvass



“ 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



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.



Key outcomes

2.5 times

as many canvass forms 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

Delivering better outcomes

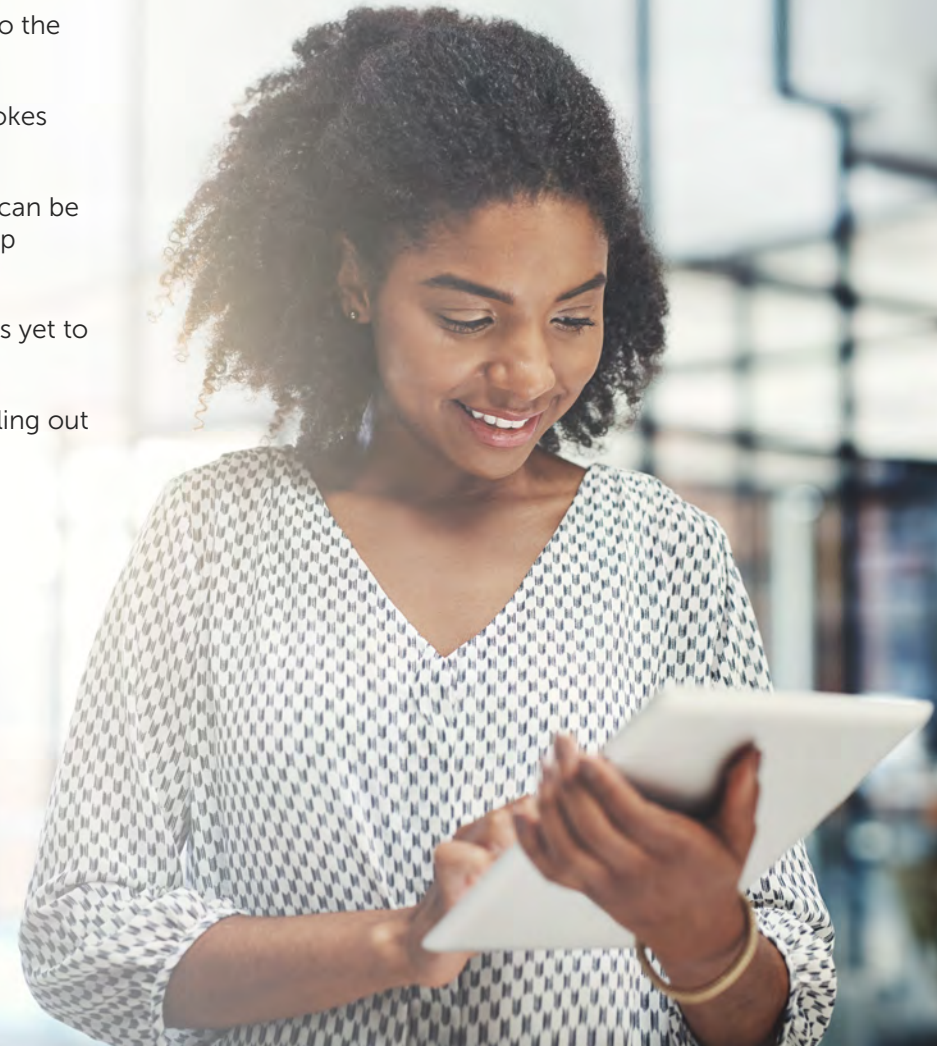
Delivering improved outcomes for all your stakeholders, our Mobile Canvasser App will transform the way you work.

Election Office – reduce 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.



Five app features to accelerate productivity

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

Xpress Register integration

The Mobile Canvasser App is fully integrated with Xpress Register, allowing you to seamlessly access and manage canvass data.

Data security

End-to-end data security with encryption, remote wiping and GPS tracking. ISO 27001 compliant, data is securely managed in our private and dedicated cloud environment.

Paperless data transfer

Using the app saves time previously spent returning to the office to drop off completed forms, while eliminating the risk of losing completed forms.

Google Maps integration

Smart integration with Google Maps saves time by providing accurate route planning and easy locating of properties. Create, amend or reassign canvass rounds in real-time.

Telephone Canvassing

Switching to Telephone Canvass Mode on MCA allows canvassers to complete responses on the tablet while calling electors.

Software and device package

The complete Mobile Canvasser App package comes with:

- Samsung Galaxy tablet and robust case for protection
- 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.

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.



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.

Key outcomes

68%

of HEF reminders completed digitally using the Mobile Canvasser App.

Immediate

savings with the reduction in print and postage costs.

" 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. "

" 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.

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

Why choose Xpress Mobile Canvasser App?



A complete solution

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.

Do you provide training?

- The app is designed to be intuitive and comes with a fully-tested user manual. If required, we also offer an Online MCA Training course that teaches canvassers how to use the App features on a tablet. And, of course, our helpdesk team will be happy to answer any questions.

How quickly can we be up and running?

- You will be ready to canvass using the app within four weeks of placing the order.



Secure data

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.

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 if required.



Increased efficiency

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

- If canvassing off-line the app securely stores all information captured and syncs it when a signal is next found, allowing the canvasser to continue working. 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.

Can the app be used for other tasks?

- Our clients also use the app to verify ITRs that require evidence of identity, and many also run our Mobile Election App on the tablets, which will fulfil many tasks undertaken by Presiding Officer & Polling Station Inspectors.



Save time, minimise costs

How much does the full package cost?

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

Do you offer discounts on bulk purchases of tablets?

- Yes, there are various price bands, dependent on the number of devices. We offer bulk discounts, as well as a price reduction if an Authority requires under 10 devices.

Can we share tablets with a neighbouring authority?

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

Can we trial the device first?

- Yes, contact us and we'll be happy to set this up.



“ 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

Mobile Canvasser App free 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 use 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.



Smart software for seamless electoral management

Civica's electoral management software is trusted by over 70% of local authorities in England and Wales, serving over 40 million citizens.

Xpress provides the critical electoral capabilities to help you and your teams be as efficient, productive and effective as possible.

Civica by numbers

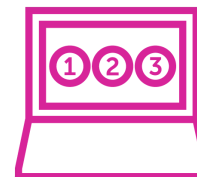
We work with:



+70%
of local authorities in
England and Wales trust
our electoral software



+2,000
canvassers across the UK
use our Mobile
Canvasser App

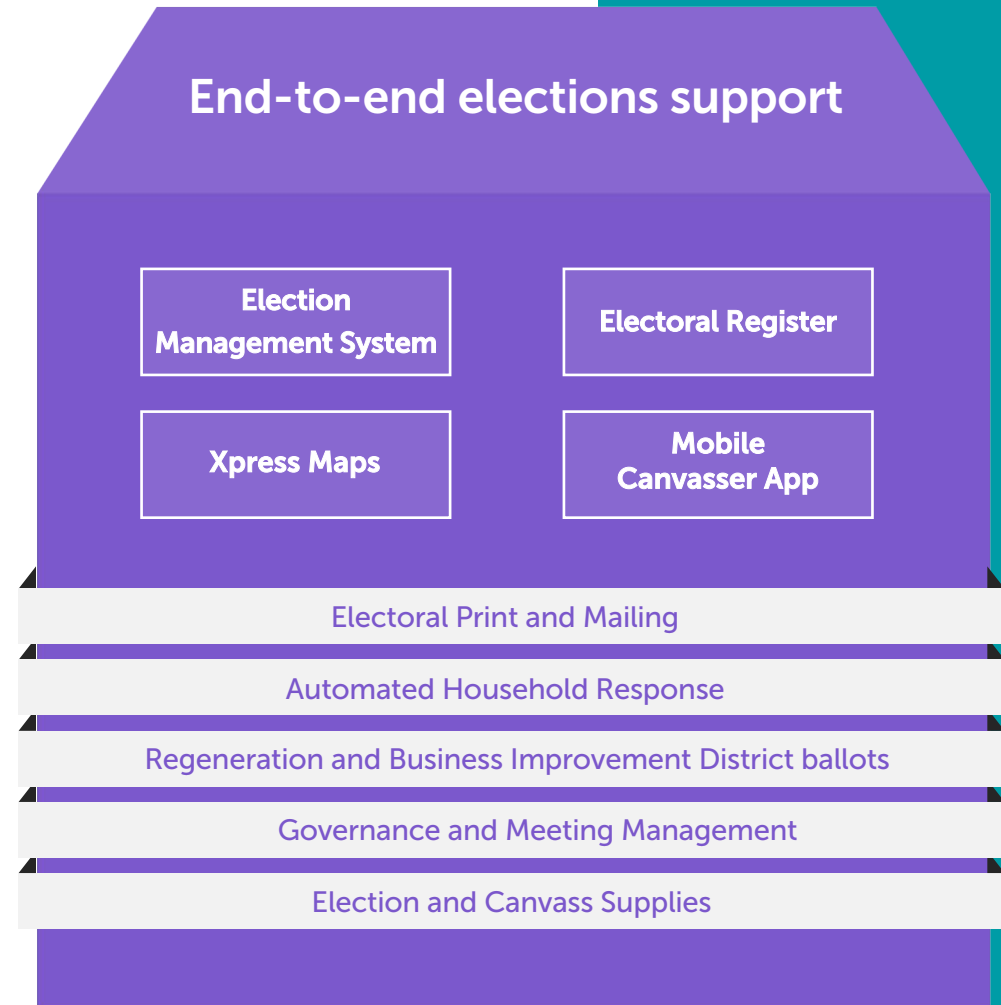


+17.5k
Xpress online training
licenses used since 2021

A complete elections solution

Mobile Canvasser App integrates seamlessly with other Civica Xpress software, such as our core Election Management System. Not only does it support your electoral services teams to deliver canvass successfully. With Xpress, you can deliver faster, more efficient and compliant electoral processes.

Our unique end-to-end elections capabilities support every step of the democratic process, from electoral registration and management to election services, print, mailing and supplies.



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

To find out more and book a demonstration email
xpress@civica.co.uk



Cert No. 663
ISO 9001, ISO 14001,
OHSAS 18001, ISO 27001

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We invest in people Gold

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