



Customer First convenience for Dumfries & Galloway residents

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Paul Stark,
Dumfries & Galloway resident



54% of eligible residents in Dumfries & Galloway are able to access local services more quickly and easily using the National Entitlement Card, a Scotland-wide smartcard initiative from Customer First.

Paul Stark of Carrutherstown near Dumfries is among the first users of a newly customised National Entitlement Card from Dumfries & Galloway Council.

His card includes an 'eMoney' facility - allowing card-holders to pay for small items by having their card swiped through an electronic till. The service has been launched in partnership with sQuid, the electronic money operator.

“The sQuid facility is very handy, I use it to buy a coffee when I’m at the gym,” Paul explains. “It means that I don’t have to carry change around with me and it’s a very simple and secure system. Most shops insist that you have to spend at least £10 before you can use a credit card, so having the sQuid facility is very useful. I’m sure it will become even more handy as local shops begin to realise its uses and start to accept the card themselves.”

Bottom Line Benefits

- Removes need for multiple cards and systems
- Faster, easier transactions
- One-stop access to public services

Continued overleaf >



In association with:



CUSTOMER FIRST

The Customer First Advantage

In the new spending context for local government, the Customer First programme helps councils to deliver:

Better quality public services through improved collaboration and learning

Faster response by delivering 'first time' public services

Enhanced credibility improving perceptions of local government

Lower costs by delivering public services more efficiently

Wider coverage ensuring people receive the services they're entitled to



Scots who are disabled or aged 60 and over can already use the National Entitlement Card for free bus travel. The smartcard has been developed under the Customer First programme to help councils provide one-stop access to a range of services using a single technology platform. This removes the need for multiple systems, improving efficiency and service delivery.

Paul continues: "I'm keen to control my weight, so I try to get to the gym in Dumfries every day - and my card gets me direct access. I can also use the same card for the library and, in 18 months time when I reach 60, I'll be using the card as a bus pass almost daily."

What Products?

The National Entitlement Card from Customer First is a single card that replaces many other cards previously required for different public services. Dumfries & Galloway Council uses the card for: library membership, access to leisure activities, concessionary travel (over 60 and disabled), cashless catering, sQuid, staff flexibility, building access for staff, proof of age - 11/25 years old, Young Scot branding - 11/25 years old.

Number Crunching

1.6 million - number of Scots with National Entitlement Cards

£4 million - procurement savings from collaborative delivery of the National Entitlement Card

800 - the number of systems in a typical council

“The smartcard has been developed under the Customer First programme to help councils provide one-stop access to a range of services using a single technology platform.”

Customer First is a £34.5m Scottish Government-backed programme to deliver more convenient and responsive public services, encourage online access to services and ensure that at least 75% of core service requests can be handled at first point of contact. It has been developed in partnership with councils, COSLA and the Society of Local Authority Chief Executives (SOLACE), under the auspices of the Improvement Service.