

# Smartcards in Kingston

Anne Marie Micallef

# About Kingston

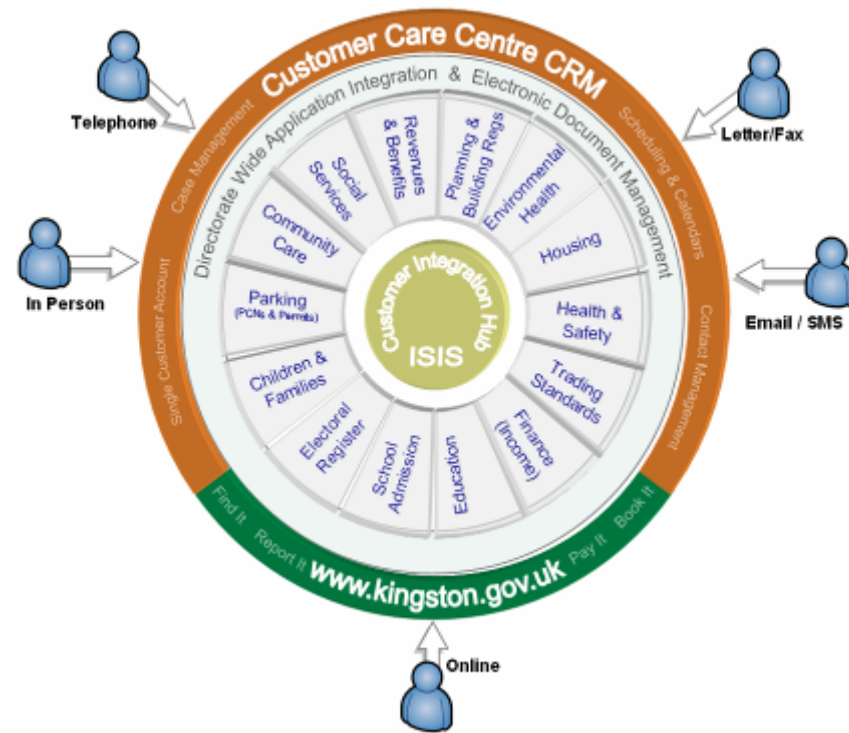
- London Borough,  
South West London
- Population of  
160,000
- 2,400 Employees



# Our Vision for CRM

(Customer Relationship Management)

- Single Point of Access  
80% of Customer contacts be dealt with at first point of contact.
- Single Version of the Truth
- Thin and Wide



## What we currently use CRM for

- Council Tax
- CCTV out of hours calls
- Correspondence Logging
- Environmental Services fault reporting and refuse/recycling
- Smartcards

# Our Corporate Smartcards

The screenshot displays the Microsoft CRM 3.0 interface within a Windows Internet Explorer browser. The browser's address bar shows the URL <http://rbkcrmstage1.kingston.gov.uk:5555/loader.aspx>. The main window is titled "Customer Service Assistant -- Webpage Dialog" and shows a customer record for Ricarda Jane Micallef, 2 ELM ROAD, KT2 6HP. The interface includes a left-hand navigation pane with sections like "My Work", "Customers", "Service", and "Scheduling". The central area is titled "Customer Services Assistant" and features a "Print Smartcard" section. This section has tabs for "Details", "Customer", "Property", and "More Information". Under "Print Smartcard", there are radio buttons for "Print Now/Later", with "Now" selected. Below this, a preview of a smartcard is shown. The smartcard is green and white, featuring the Royal Kingston logo, the text "Lamentationes Lereimiae xxxxxx", the phone number "12345 678 987 274", a photo of a man, and the text "Kingston Citizen Card www.kingston.gov.uk". At the bottom of the smartcard preview are buttons for "Start Again", "View Answers", "Log and Quit", "< Previous", and "Next >". The browser's status bar at the bottom shows "Done", "Local intranet", and "100%". The taskbar at the very bottom includes the Start button, several open applications like "Inbox - Microsoft Outlook" and "Microsoft CRM 3.0 - W...", and the system clock showing "22:00".

# Chessington Smartcards

- **Known by students as the 'Kings Card' or 'My Kings Card', the back of the cards is generic to Kingston but the front is personalised for the school**



## Why Chessington Community College?

- **In 2006, RBK identified Chessington Community College as having the greatest need for improvement within the area.**
- **It was selected as a Building Schools for the Future One School Pathfinder (OSP) and awarded a £23 million grant for refurbishment and rebuilding work.**
- **Two years on, it was the first OSP to open in the UK in September 2008**

# Kingston Smartcards

- **As a Pathfinder school, Chessington has had the opportunity to trial new design approaches, many of them enabled by technology.**
- **For us in Central ICT it was also an ideal opportunity to link what was being developed at the corporate centre with schools and the local community.**



# Wider Links

- **It also offered wider links as our project is also linked to the ‘London Connects’ project which is looking at how smart cards could work across the city.**



# Kingston Smartcards

- **We believe our Smartccard Project is unique as it brought together partners who would not normally work together.**  
Ramesys, EasyTrace had were worked in the Education sector but Ciber UK  
[www.ciber.co.uk](http://www.ciber.co.uk)
- **our central ICT partner and had not worked in this sector before.**
- **The first part of the solution was designed and implemented in less than 10 weeks.**

# Kingston Smartcards

- **The specific need the three companies worked on was enabling one card to be used by Chessington Community College students in the library at school, for access control, 'follow me' printing and for use in the local community library. From May it will also be used soon as a cashless catering card and will link with Kingston's online payments facility - my kingston via [www.kingston.gov.uk](http://www.kingston.gov.uk)**

# Kingston Smartcards

- **Enabling use of the same card in the school and the community is a deliberate attempt on RBk's part to encourage students to use the community resources such as local libraries and recreational facilities.**



# Next steps – Adding Cashless Catering

- **Cashless Catering eradicates the need for cash transactions, cuts queuing times and automates reporting and stock control.**
- **It also enables the promotion of healthy eating and minimises the risk of bullying by reducing the need for students to carry cash in school and ensuring anonymity for those taking free school meals.**

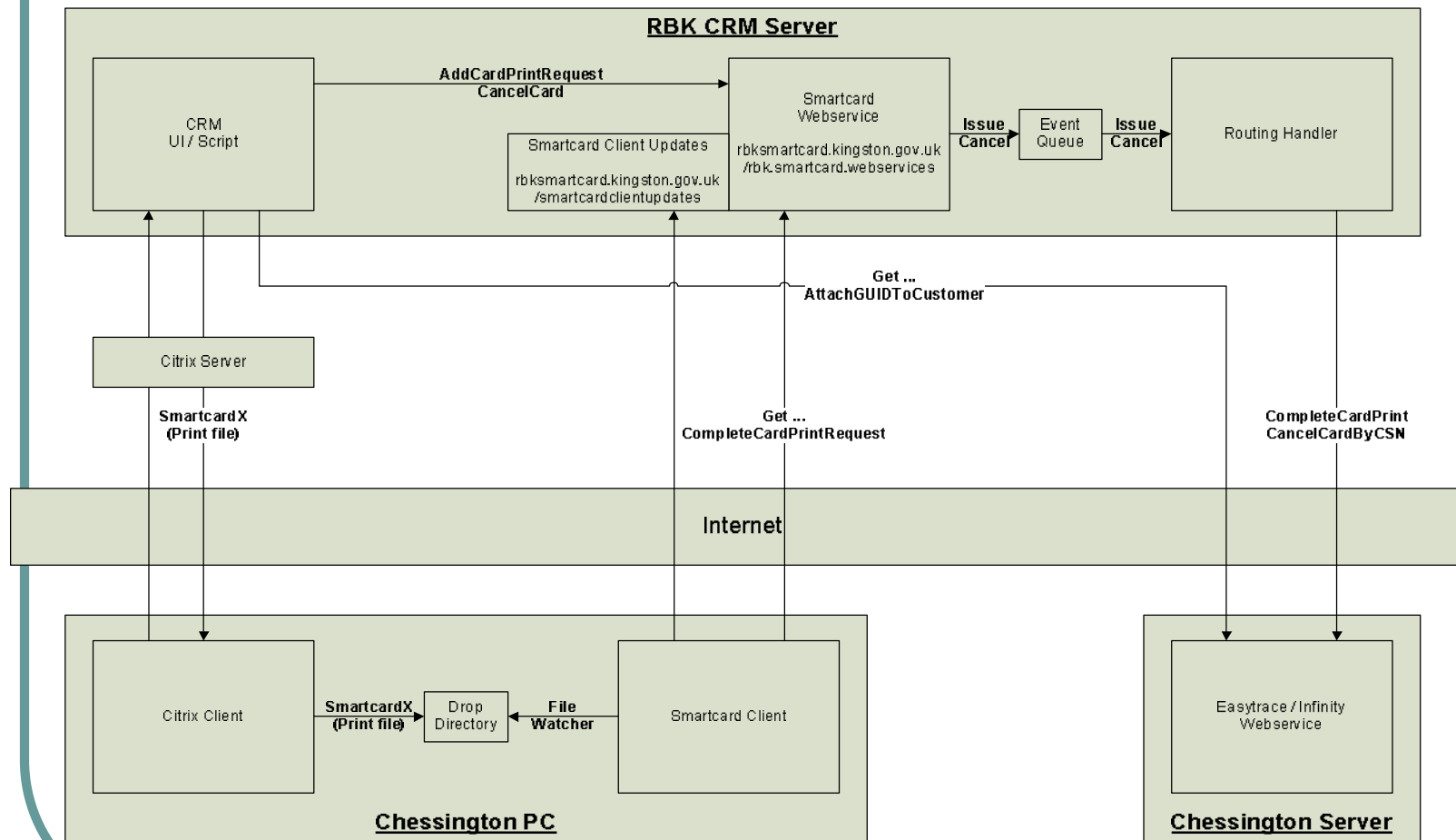


# Technical Architecture

- **To have a card, users have to be in the CRM system which then integrates with Talis (the Public Library System) and SIMS.NET (Schools' Management Information System).**
- **CRM is the key and going forward by providing a single point of access to all our services, we hope to have a full personal history of interactions with the authority all recorded in one place.**



# Technical Architecture



Any questions

