



## ABC Integration Portal

Application integration can provide a range of benefits for public sector organisations. With the increasing accessibility of front line services such as integrated call centres, walk-in centres, one-stop-shops and outreach facilities, local authorities are experiencing a greater demand for up-to-date, accurate back office data to be channeled directly to the point of customer contact.

The Academy Business Connect (ABC) framework provides a straightforward and consistent mechanism by which revenues and benefits data can be made available to customer-facing resources. Up-to-date citizen, account and claim details are exposed through a comprehensive portfolio of web services, each fully integrated into Academy's own security and authentication architecture.

While the benefits that can accrue from an integration solution based on the ABC framework can be considerable, the investment of time and the analysis and development resources required to create appropriate user forms and background processes is often seen to be incompatible with real-world local authority budgetary and scheduling constraints. Engaging third party consultants to design and implement integration solutions can also carry a high price tag, particularly when the ongoing support and redevelopment necessary to keep pace with the evolving ABC framework are taken into consideration.

The ABC Integration Portal is a ready-to-use modular web forms application, designed with customer contact professionals in mind, which can be integrated into any third party system (for example a CRM) that can summon another application via a URL call.

The ABC Integration Portal is designed to help local authorities to balance and achieve the related but often contradictory goals of simplifying public access to revenues and benefits support; improving the citizen's experience of resolving account and benefit claim queries; and increasing the return on investment in both customer-facing and back office systems and staff resources.

### Features

- Comprehensive and up-to-date library of web forms based on the ABC framework's web services
- Suitable for integration with any application (e.g. CRM) that can call a web form via a URL
- Covers both read-only and updating ABC services
- Subject to appropriate functionality in the third party applications:
  - Can reduce or eliminate the requirement for double entry of updates e.g. change of address; adding notes
  - Can create a 'call history' record detailing the user's actions, information retrieved and updates submitted.

### Benefits

- 'Plug and Play' integration solution can be deployed and running with minimal investment of time and resources
- Aids in assessing and routing enquiries promptly to the relevant business unit therefore improving resolution time
- Integration with CRM provides status and progress monitoring tools
- The Integration Portal is automatically kept up-to-date with new Academy/ABC framework software releases
- Modular solution allows Local Authorities to implement elements that are appropriate for developing first line customer contact resources
- User interface tools and terminology are designed to ensure minimal training and familiarisation is required
- Based on the highly-regarded Ebase platform, a popular and robust environment for hosting Local Government web forms solutions.