Effective Communication, Collaboration and Interaction

Cisco Connected Community enables two-way communication and interaction between the public and police force. It allows new and diverse ways for both parties to collaborate and maintain a high level of policing services.

As part of the Cisco Connected Policing initiative, Connected Community uses a variety of cutting-edge methods for assured first time responses to incidents as and when they happen. It helps the public to interact with the force and actively cut crime in their local communities.

Importantly, Connected Community addresses austerity issues pushed upon the force such as estates rationalisation, and the battle to build an effective force by balancing a physical and virtual presence.

Cisco Connected Community is one in a series of three Cisco Policing concepts under the Cisco Connected Policing initiative, created to support the current policing priority messages in the UK.

Evolving Demographics
The modern public has many ‘voices’. Today, people are communicating more and more through alternative messaging platforms and social media. The force can use these platforms to better understand the public and their demographics, as well as provide improved first time responses to incidents. Not matter how the public reaches out, the force should be able to respond correctly and efficiently.

Collaboration Advantage
Cisco has a diverse set of collaboration solutions available to the force, which when integrated with existing force tasking and intelligence applications, provides a powerful and advanced contact centre platform. It enables operators to improve situational awareness of an incident and can address victim needs in real time.

Information around vulnerability, regularity and reoccurrence of incidents can now be flagged on the initial contact and in-turn empower the operator to escalate the incident to a priority task, assigning the nearest available officer. This not only improves public safety but builds public confidence and a greater force perception.

Cisco Connected Community Objectives

- Increase public confidence and public safety, building a positive force perception.
- Ensure contacting the force is seamless and consistent.
- Counter balance the rationalisation of estates with flexible public contact methods.
- Reduce the time to reach a conclusion that satisfies the victim.
- Provide real-time interaction using social media to report incidents.
- Diversify methods for the public to engage the force.
- Address the many ‘voices’ of the public.
Improved Interaction, Improved Perception

Policing is now a two-way operation between the public and the force. In addition to public enquiries, it’s equally important for the force to push updates and interactions towards the public. This includes encouraging the public to engage using social media sites and smartphone applications. Not only does this improve force awareness of a crime but it informs members of the community about local incidents through their personal devices.

If a member of the public witnesses a crime, they can call 101 or 999 depending on the severity of the crime. However, the adoption of modern technology means they have the ability to record events using high quality photography or video recordings. When uploaded to a force social media application or community portal, information such as date, time and location are invaluable – as well as key audio-visual information.

Cisco has solutions that can capture, transform and share this type of content, not only within the force to achieve a better and quicker detention of suspects, but also within the public domain if required. Key information can be pushed to the public within minutes, enabling them to be more vigilant of potentially dangerous situations and help them to locate, identify and detain suspects.

Austerity Pressures, Maintaining Standards

Increasingly, forces must rationalise their estates, which poses the challenge of reducing physical police presence while maintaining a high-quality public service. Cisco has a unique series of solutions that provides ‘drop in’ centres in local libraries, supermarkets and other public places, allowing members of the public to use immersive video solutions to talk to officers and support staff in any language, using on demand translation services. Users can even present proof of identity/document verification using integrated scanning and biometric techniques.

ICT services like this are fundamental in the maintenance of force perception. They are cost-effective and leverage the power of the public to provide a more interactive and effective policing service. This combination of how you interact (with higher confidence) and engage (with higher visibility) with the public is what we call Connected Community.

Why Cisco?

As the leader in world-changing technology for more than 25 years, Cisco is uniquely positioned to improve everyday experiences for UK Police forces. Cisco and its partners offer UK Government a unique set of solutions, enabling you to be more responsive and agile by removing barriers to communications. We facilitate information sharing, collaboration and promote innovation.

Cisco Capital: Build Solutions You Need Today with Customised Financing Options

Budgets are tight and affordability is a greater concern than ever before. When funding and grants fall short, Cisco Capital® can tailor an alternative acquisition strategy that’s well-suited to your organisation. Learn more about Cisco Capital at: www.cisco.com/go/ciscocapital

Cisco Services: Realise New Levels of Efficiency, Productivity, and Success

Our professional services team has a six-step methodology, working closely with your force and government partners to develop a customised solution that addresses short-term and long-term objectives. Cisco or a Cisco partner will meet with you to review your organisation’s vision and assess how that aligns with the current infrastructure. As a result, the Cisco Services team performs a gap analysis and creates a roadmap for the transition. Cisco Services will also work with you to evaluate benefits and outline a compelling business case.

Next Steps

To learn more about Cisco Connected Policing and its three initiatives; business benefits, technologies, services and partners, visit:

www.cisco.co.uk/police

or email

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