

Globant partners with  
the Metropolitan Police  
to transform public online  
access to police services.



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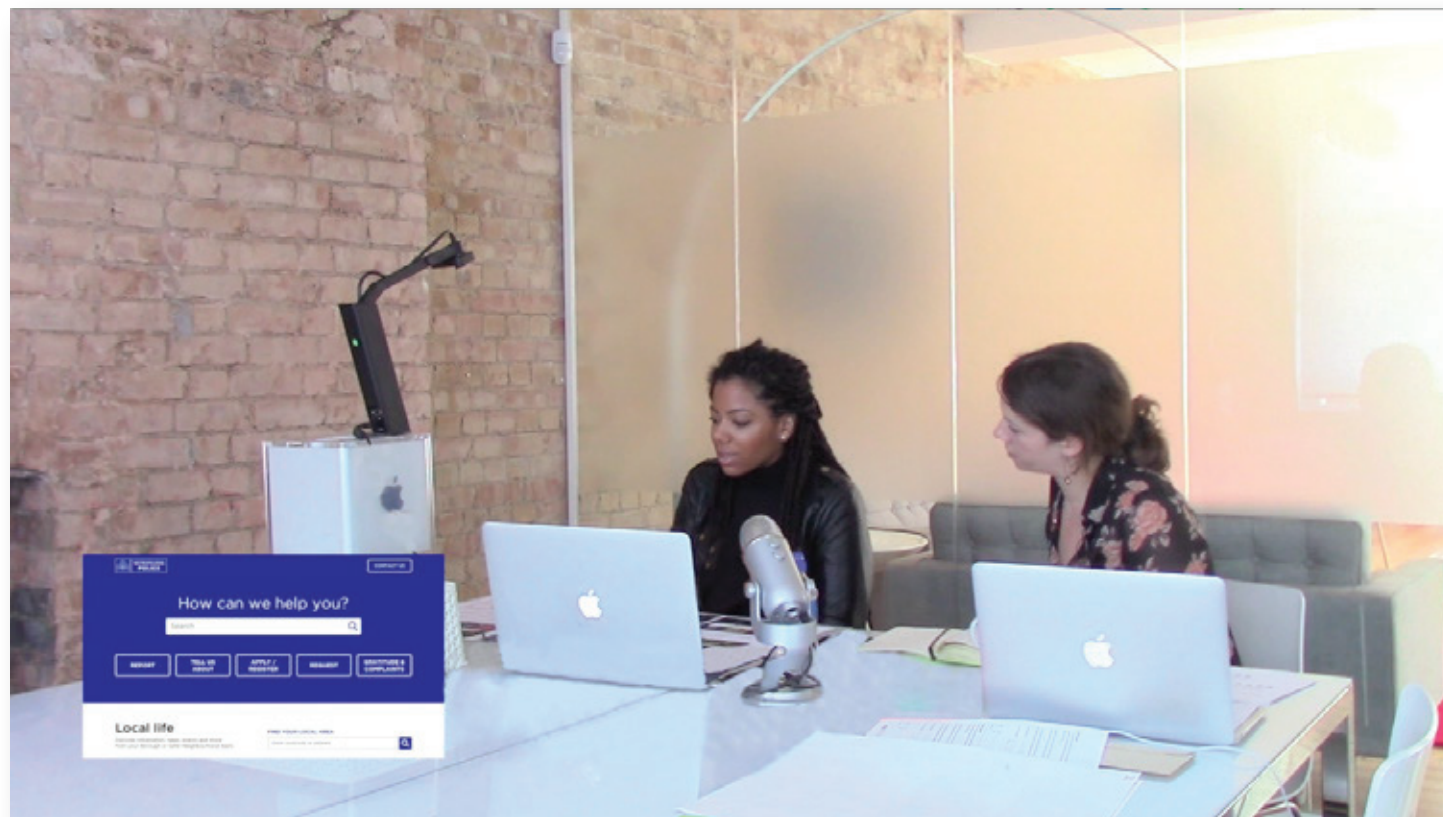


As a result of this 18 month programme, members of the public will now be able to connect with the Met via multiple digital channels - giving people access to police services in the channel of their choice, enhancing protection for vulnerable populations, improving standards and local policing. The new digital platform represents a step-change in the Met's offer to Londoners, and creates a world-leading example of digital being used to support community access to the police.





The new strategy, officially launched in February 2017, answers the communication needs of both the police and the public in the 21st century and has already delivered significant results in the four months since the beta version was released.



The new communications platform is designed to be action and service orientated. Using intuitive triage tools, the public can now interact with the Met in the way they prefer, particular to their situation. This communications shift expedites crime reporting and resolution, while increasing transparency, speed of response and community engagement. The strategy also includes the creation and maintenance of over 1,200 local area Facebook and Twitter accounts, constituting the largest government social media program in the world.

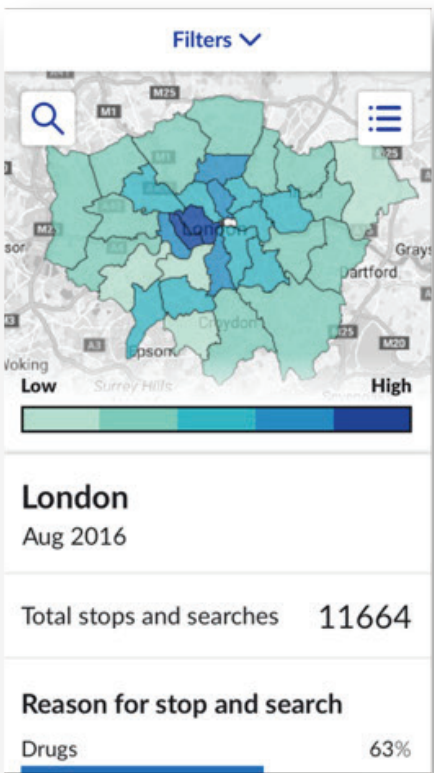
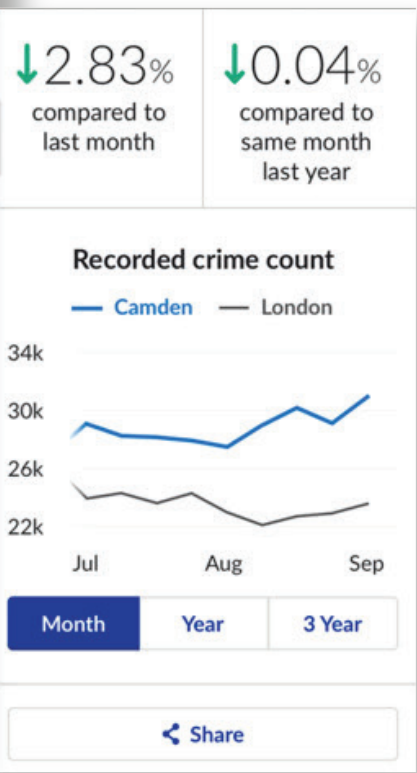
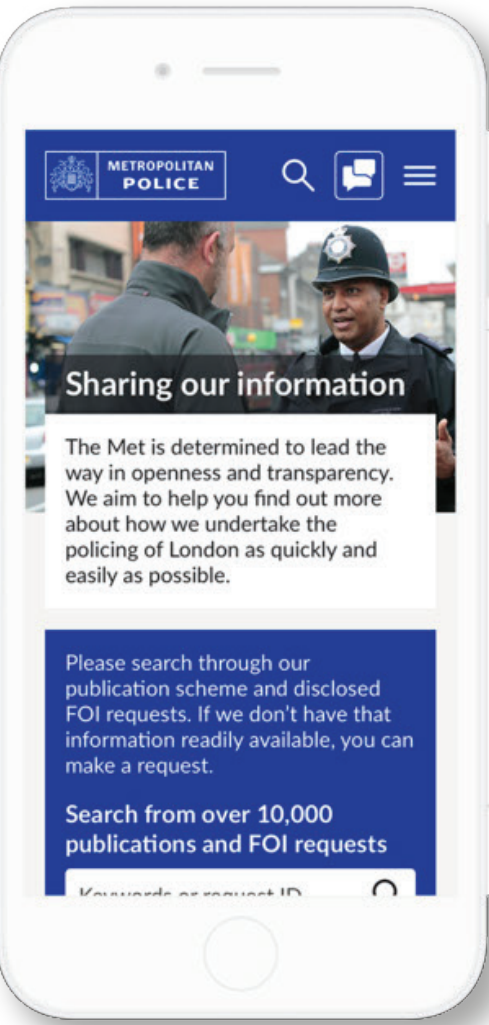
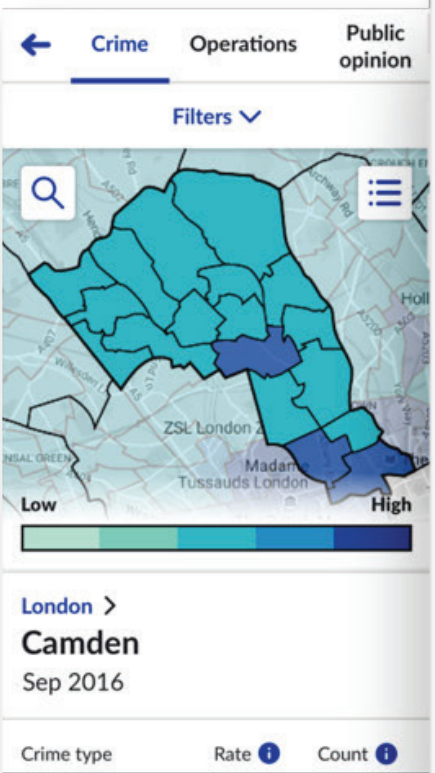
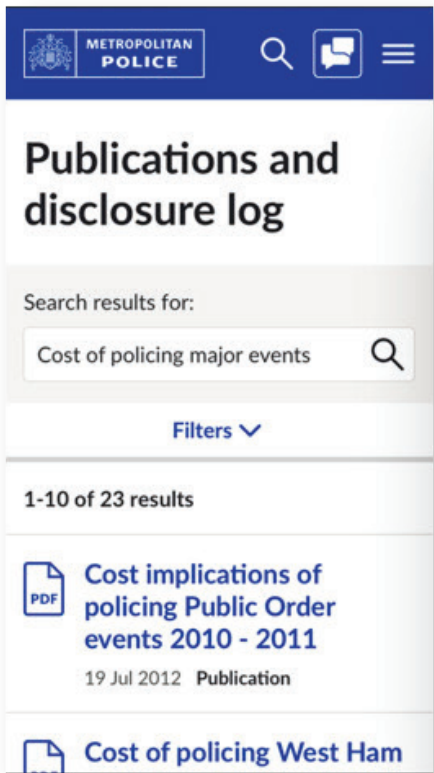
# Features of the multi-pronged initiative that Globant has delivered include:

Training of 1,200 local police officers to use social media to report on local activities

Web-based, scalable service platform (in conjunction with CDS)

Report any crime online

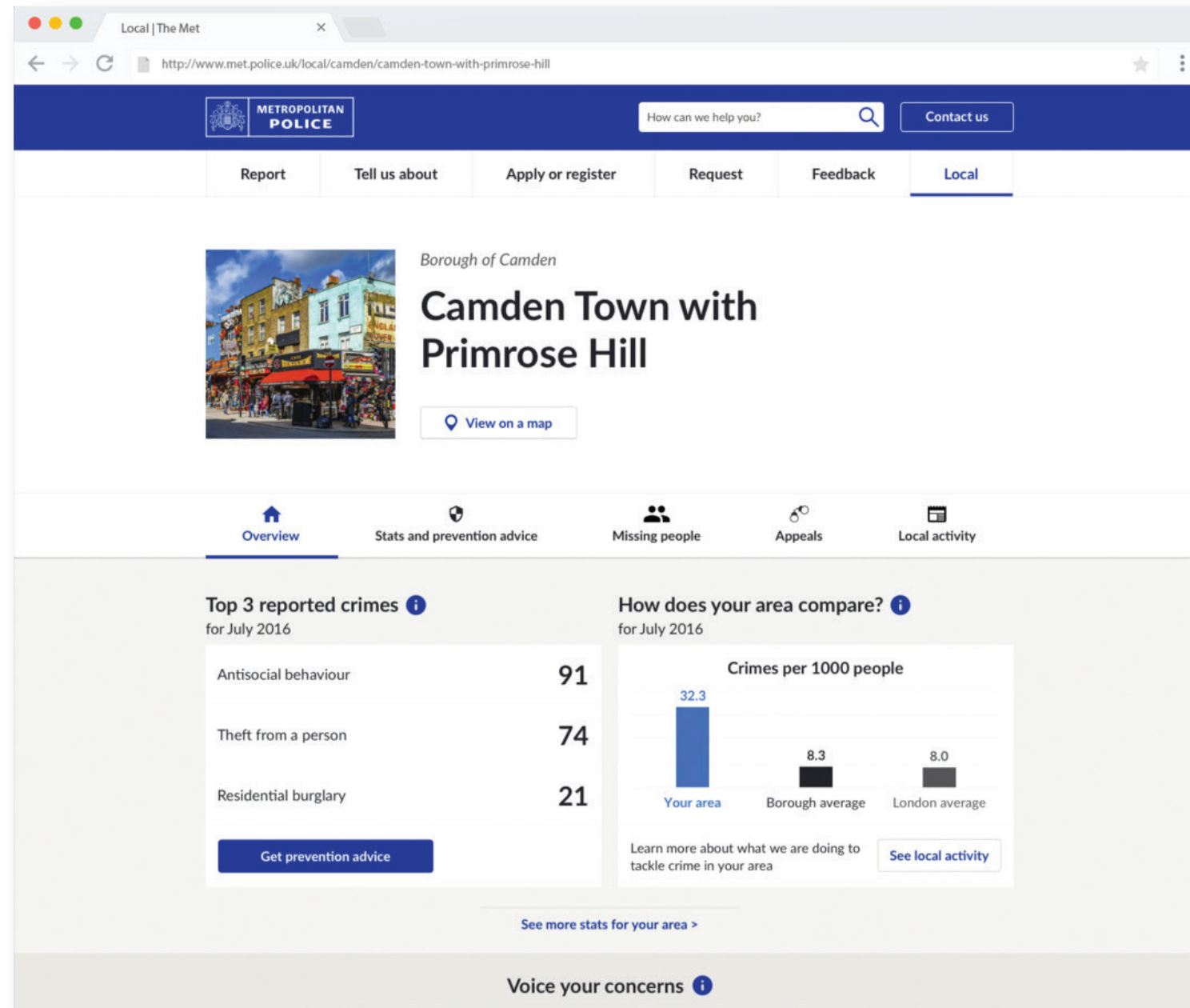
Report Road Traffic Incidents ("RTI") online



Perform other interactions online (eg licences, forms) without having to attend a station

Local area support sites (built around local social media)





Since its beta launch, the project delivered a threefold spike in website traffic in its first week. Current site traffic is set to double total page-views per annum; initiating a channel shift towards digital between Londoners and the Met.

The Met has observed nearly instant adoption when it comes to road traffic collisions, reporting a shift of over 70% of communications to online reporting since the launch of the platform. The volume of online reports already forms a significant part of the overall demand compared to the phone or paper forms, with a noted reduction in calls regarding topics now handled by the online service. Clear signs of behavioral shift to digital policing interaction.

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