



CivicSuite

**FORMAT14CRM'S NO-CODE
PLATFORM FOR COUNCIL-LED
DIGITAL TRANSFORMATION.**

FORMAT14CRM

Unlocking Digital Governance with No-Code

Local councils are uniquely positioned to take the opportunity presented by No-Code to drive far-reaching digital transformation. With the best in class products that comprise **CivicSuite**, councils are able to take full ownership of their digital journey, and to create applications and systems that are tailored to the needs of communities. No-code places the power of innovation directly in the hands of council employees, empowering those who may lack technical skills for traditional development but possess the critical insights required to address local challenges.

No-Code allows councils to bypass technical and financial barriers, to allow quick builds and iterations of digital solutions that transform public services, enhance community engagement, and ensure efficient resource management. With resilience increasingly critical to maintaining and continuing services, local councils can now have the agility to respond to changing situations with systems that are as dynamic and diverse as the communities they serve.



True No-Code

CivicSuite delivers transformative results while drastically reducing the time and cost.

By establishing a single version of the truth, the platform ensures all departments have access to accurate, real-time data, while its flexible, future-proof design can be easily adapted to incorporate new technologies and changing needs.

With complete visibility into every aspect of operations, councils can make informed decisions that can be continuously improved, enhance service delivery and optimise resources, while ensuring they are always ready for what comes next.

RAPID NO-CODE DEVELOPMENT

Create custom applications, workflows, and interfaces for public and internal users.

SEAMLESS INTEGRATION

Manage connections to and from existing back-office systems in a consistent data environment.

ENHANCE RESIDENT ENGAGEMENT

Easily manage customer interactions through an omnichannel approach, including web portals, social media, SMS, and more.

SCALE AND CUSTOMISE

Ensure that the council's specific service delivery challenges - from libraries to bulky waste - can accommodate any change.

DRIVE ENRICHED INSIGHTS

Consolidate data into a single system to make informed decisions that optimise service delivery and resource allocation.

Why take a No-Code approach...

Power to the People

One of the key benefits of **CivicSuite** is its No-Code/Low-Code architecture. This feature enables council employees, even those without technical expertise, to create and manage digital tools, workflows, and services without the need for extensive coding. Whether it's developing custom forms for service requests, automating case management, or building a new public portal, council staff make the digital adaptations that meet evolving needs. This

removes barriers of time and cost such as relying on external IT consultants or exhausting internal IT resources while facilitating more transformative digital solutions.

Seamless Integration Across Services

CivicSuite puts integration at the heart of a single, cohesive system that can flexibly support the variety of services a council delivers. The platform is designed to reduce operational silos by ensuring that each department receives useful and up-to-date information in applications that support a diverse range of services

within a unified data model. This integrated approach promotes efficiency, enhances decision-making, and provides a unified view of residents and service interactions.

Enhanced Engagement

Thanks to the flexibility of No-Code technology Councils have the power to create personalised interactions that cater to the diverse needs of their communities. The platform supports omni-channel communication, allowing councils to engage with residents through their preferred channels—whether that's email, SMS, social



Creatio

No-Code Studio,
CRM, BPM, Case
Management, Sales,
Service & Marketing

 **directus**

No-Code/Low-Code Admin,
Digital Portals, Profile
Management, Surveys,
Feedback & Forms

EAI*

No-Code Visual
Designer, Connectors,
Triggered Workflows,
Error Management

*The EAI (Enterprise Application Integration) platform component is agnostic to any particular vendor/technology and can be informed by a council's existing technology.

Why take a No-Code approach...

media, web portals, phone or in person. Importantly, No-Code enables councils to tailor these interactions to suit different demographic profiles, including vulnerable individuals or those in hard-to-reach areas, such as rural communities. By designing solutions that meet the specific communication preferences and needs of each group, councils ensure that services are accessible and inclusive.

Data-Driven Decision Making

Consolidating data from multiple sources into a single No-Code system creates a comprehensive view that can eliminate the future risk of data silos and missed insights. Because the flexible and adaptable framework can be modified to incorporate new technologies and data sources, data models can seamlessly evolve while ensuring crucial information is always captured. Unlike traditional systems that involve costly and time-consuming development to update, No-Code is better

suited to capturing disparate data and driving innovations with insights without compromising on data quality.

Agile No-Code for Every Department

CivicSuite is a powerful solution for councils that need to quickly build and adapt applications for different user groups, user needs or departments. With a unified No-Code platform like Creatio, councils can create customised applications to support services like housing services, waste management, or social care.

Through reusable components and an adaptable data model, all employees operate from the same source of truth benefitting from functionality and unique workflows that are tailored to their line of business.

This approach minimises the risk of data silos while ensuring that new business needs or regulatory changes can be quickly incorporated into the system.



Making the case to De-Code Public Services

Overcoming the risk perception of new technology can be difficult to do in a business case. To help local councils make an evaluation, Format14CRM proposes a Proof of Concept.

We are inviting a UK councils to form a dedicated team that will evaluate CivicSuite based on some real-world challenges. The team will be trained and equipped with the skills needed to develop solutions for real-world scenarios.

You're welcome to expand the competition to compare market leading products and use it as an opportunity to put your council's innovation on display.

For more information on how Format14CRM can support your council's digital transformation, contact us today on **01628 281 114**.

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