



How do you increase major Police force's online presence, while keeping them at the heart of the community?

The Brief

We worked with Kent & Essex Police to help them achieve their digital vision: increased efficiency, public service and community engagement, whilst reducing ongoing internal costs by delivering an online channel shift.

Our aim was to provide a long-term, flexible web platform that is secure, and can accommodate high peaks of community demand.

The Solution

Our approach to the site was simplicity. The design allows the user to intuitively and easily find the service they require, using minimal elements so the user can focus on their task of accessing support services and get information and support quickly. Online, users can easily seek advice, get in touch with their local neighbourhood police team, or report a crime. We have also provided full integration with 'Ask Police', and 'Police.uk', meaning that users can find everything in one place. Using accordion pages, filers and a crime map, the UX is vastly improved, and side bars make for simple navigation.

The Results

Fantastic new features include the use of real-life case studies on the site, to support victims of crime in their quest for help, adding a personal approach to the advice and support which will reassure users.

Non-emergency calls to 101 have reduced by 20%.

Number of pages visited per session **have increased by 47%, and the average length of visit has increased by 54.6%.**

