CASE STUDY : DublinTown

OBJECTIVES

- Eliminate paper
- Remove duplication of effort
- Improve third party vendor management
- Strengthen members' reports

WHY GEOPAL

- Real time reports available
- Automates and simplifies all tasks
- Easy to create forms – no coding needed

RESULTS

- Freed up to 50% of office administrator's time
- Increased Street Ranger productivity by 20%
- Reduced office administration by 50%
- Elimination of paper forms
- Reduced carbon footprint

DublinTown exists to highlight all that the city lovingly referred to as "Town" has to offer. It is an initiative between We are DublinTown, formally known as Dublin City BID, local creative talent and city centre business owners. DublinTown works on behalf of 2,500 businesses – members - in Dublin city centre.

CHALLENGE

DublinTown operates a team of street ambassadors capturing street issues such as graffiti, street cleaning and visitor assistance. Traditionally this was conducted via paper forms and phoning urgent issues. The office team used to gather and retype all information acquired from the street ambassadors (or rangers) before beginning the lengthy report writing process. Collation of information with images for member meetings was cumbersome and provision of evidence for KPI's was difficult.

SOLUTION

Rangers use the GeoPal mobile app to record activities such as cleaning or removing graffiti. This information is then sent to the office in real time and actioned immediately by office staff. KPI reports are run at the end of the month in minutes rather than hours or days.

GeoPal has freed up 50% of our office administrators time, enabling them to work on social media and marketing campaigns.

Gerard Farrell,
Operations Manager, DublinTown

RESULTS

DublinTown reduced admin workload by 50% while saving time and money with the introduction of GeoPal. In addition, ranger productivity has increased by 20% and office administration reduced by 50% by eliminating paper forms.

DublinTown's Street Rangers are 20% more efficient as they quickly and easily capture and send information in real time. This enables them to spend more me helping Dublin city visitors.

Report writing now takes minutes rather than days and pictorial evidence is effortlessly tied to captured data. Member reports are painlessly created showing the value being created by DublinTown.

Third party vendor management within SLA is much improved as vendor performance is more accurately measured with GeoPal.

A key benefit has been the ability to out-source night time patrols without the need for a supervisor. Using the GeoPal app means that the night crew are self-supervising. They follow the same processes as the day crew and very little training is required.

Gerard Farrell,
Operations Manager, DublinTown