

Continually Improve Program Outcomes

*Measure what matters and gain detailed insight
into program performance*



With our PECF solution, agencies can leverage all available data to explore many facets of people's attitudes, preferences and behavior, including:

- Citizen attitudes that either encourage or inhibit people from using services such as transportation, housing assistance or job training programs
 - Attitudes and behaviors that affect individual, family and community health
 - How satisfied or dissatisfied individuals and communities are with the performance of your agency
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Government agencies are faced with increased public scrutiny and strict accountability requirements to ensure that key programs best serve the needs of the public. Measuring what has been achieved, in what timeframe and how well resources are being allocated guides future funding. Citizens and key stakeholders must be given the opportunity to provide feedback on programs to ensure correct priorities and goals are being met. More active citizens are expecting the type of service and satisfaction that they receive from commercial businesses.

IBM SPSS predictive analytics can help

That's why your organization needs IBM SPSS predictive analytics for program evaluation and citizen feedback (PECF). Predictive analytics relies on data to align your organization's current actions with its future objectives. So your agency can optimize resources and meet responsibilities by helping identify trends in people's activity, behavior or attitudes – and then plan effective, efficient responses.

IBM SPSS products offer an array of predictive analytics solutions – ranging from statistical, data mining, text mining and survey research software, as well as specialized predictive applications. Our solutions enable government organizations to understand citizens' needs and attitudes more clearly, anticipate events more reliably and maximize funding and staff resources. As a result, you can improve the scope and quality of your services.

Our integrated solution for PECF centralizes and secures the collection, management, and use of feedback – at any point in a program lifecycle – throughout your organization. It also enables you to deliver reports in ways that program managers and other decision makers can access, understand and act upon. By supporting your efforts to effectively integrate feedback into your programs, improve program outcomes, and share results, the IBM SPSS solution helps your organization meet the expectations of citizens, policymakers, regulators and other stakeholders.



By using our predictive analytics solution for PECF, your agency can:

- Understand exactly how satisfied constituents are with different aspects of a program
- Discover areas of dissatisfaction and promptly take corrective action
- Compare program outcomes across time periods and geographic areas
- Improve relationships, confidence and trust with citizens and constituents through regular feedback and reporting of outcomes
- Deploy feedback results to all stakeholders in the program for continuous improvement
- More easily determine strategic direction for existing and proposed programs
- More confidently prioritize budget spend
- Meet legislative oversight requirements

Comprehensive program evaluation also helps you monitor internal processes and your progress toward goals such as greater operational efficiency.

Rely on proven analytic technologies

IBM SPSS technology is a global leader in providing predictive analytics solutions. Predictive analytics enables agencies to see patterns and make connections even in large, complex datasets. IBM SPSS products also help agencies deliver insight to field personnel in support of daily decision-making.

You can accomplish this without disrupting your program management processes or your technology infrastructure. Our solution employs open, standards-based technologies that enable you to integrate information from a wide variety of sources and feed results into a wide variety of systems.

We have more than 40 years of experience in providing solutions to government organizations worldwide and serve agencies responsible for public health, law enforcement, defense, intelligence, revenue and tax collection and a wide range of other functions.

Helping government agencies serve the people

IBM SPSS technology serves the needs of many types of government agencies. Our solutions are used by:

- Hundreds of borough, city, county, state and provincial government entities, and dozens of federal or national agencies and ministries worldwide
- Every branch of the U.S. military, as well as intelligence and public safety agencies in North America, Latin America, Europe, Asia and Australia
- Every U.S. cabinet-level department and numerous agencies, such as NASA, the IRS and the VA; independent agencies such as INIST and INSERM in Europe; and customs and taxation offices in Latin America, Asia and Australia
- Hundreds of hospitals, public health and research agencies such as the CDC and the NIH and major medical research institutions worldwide

Guide strategic planning with constituent and stakeholder insight

There are many opportunities to incorporate constituent and other stakeholder insight into your agency's programs and operations. For instance, you can survey constituents and key stakeholders to learn which issues are most important to them before even designing a program. Their attitudinal feedback may be combined with past results (if applicable), and both sets of data may be used to structure and determine priorities of any new programs.

With our PECF solution, you ensure that feedback, previously reported metrics, and analyses can be incorporated into your strategic planning process – so the plans for your program will be more likely to be approved by constituents and policymakers. You can also use this data to identify emerging issues and possible new benchmarks. For example:

- A police department surveyed citizens in their native languages – to learn about their concerns and prioritize them. Since the IBM SPSS solution centralized the collection of constituent feedback, the department was able to easily deploy this information across the entire force. As a result, police officers were re-assigned to the areas that citizens had identified as especially problematic, and the department saved approximately \$24,000 in just two weeks. The department shared these results with other departments, and ensured that they met governmental standards.

By having an in-depth understanding of constituent and stakeholder priorities, you can more effectively plan your programs and prioritize them. More focused planning increases your likelihood of delivering successful, more meaningful outcomes.

Achieve measurable outcomes and comply with reporting guidelines

Your organization relies on public funds, so measurable outcomes are crucial to your program's success. With the IBM SPSS PECF solution, you can measure those outcomes and make sure that your program goals consistently align with budget line items and regulatory mandates, such as the Government Performance and Results Act (GPRA). Our solution offers you a deep understanding of constituent and stakeholder feedback and the ability to translate that understanding into action.

For feedback to be truly valuable, however, it must provide timely, actionable results throughout the program lifecycle and evaluation process. With the IBM SPSS PECF solution, you have access to real-time results, on-demand reporting and in-progress analytics. So you can analyze stakeholder feedback, combine it with operational metrics and determine if changes need to be made to your program.

And because our solution relies on a central platform for data collection and reporting, your program goals and key metrics can be reported at regular intervals to the public and to regulatory bodies.

The Groningen Dutch Regional Police Force, for example, needed to improve citizen satisfaction levels to meet the Dutch government's new targets. However, its existing paper-based satisfaction surveys were expensive to run, could not be tailored to different groups of respondents, and often failed to provide a representative sample of the local population. The Force built a sophisticated online satisfaction survey using an IBM SPSS PECF solution, which automatically tailors questionnaires to the respondent's situation – whether they are an ordinary citizen, a suspect, an offender or a victim. In addition to reducing survey costs, The Force could more easily identify in which areas citizens wished to see improvement. The survey project won an innovation award from the Dutch Centre for Marketing Intelligence and Research.

Centralize feedback management and reporting

In contrast with other approaches, the openness and flexibility of the IBM SPSS PECF solution provides you with full control over the entire process of collecting, analyzing and sharing information from constituents and other stakeholders.

By centrally administering feedback projects across multiple groups, you can standardize practices for data collection and management. Our solution provides you with significant advantages:

- Secure data and comply with privacy standards
- Integrate various types of data – constituent attitudinal feedback, reported program metrics, other constituent information
- Centralize and facilitate the analysis and interpretation of your data
- Compare multiple programs and search for common challenges among them
- Publish reports quickly and cost effectively in real time, in a visual format that makes it easier for decision makers to interpret and use
- Reduce operating costs by using one system for feedback collection, management and reporting

For example, the Greater Manchester Police (GMP), one of the largest police forces in the United Kingdom, used the IBM SPSS PECF solution to gather a wide range of public views on area policing. Successful completion of the survey project brought forward 400 citizens who were willing to work with the police force to deliver problem-solving initiatives in the relevant two wards – particularly relating to actions to stop youth offenses and anti-social behavior.

The IBM SPSS solution has enabled GMP to reduce cost and time spent on survey research and analysis, as well as become a model organization for other police forces to follow.

By taking advantage of our solution's ability to integrate attitudinal feedback and other self-reported data with 'hard' operational metrics, you take a major step toward becoming a truly performance-based organization – one that uses data to direct and automate decisions to meet program goals, satisfy constituents and achieve desired outcomes.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For further information or to reach a representative visit www.ibm.com/spss.



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