



Data Science



DATA ANALYSIS IN CUSTOMER SERVICES

Data analysis has proven to be very useful to drive smarter customer services. Zooming in on large data sets to gather information on how to best serve customers is one of the area's Groningen municipality is working on in the Department of Research, Information and Statistics. They have built a working model on reducing benefit fraud since this is experienced to be a problem in Dutch municipalities.

The model is built and based on transactional data and domain experts' (i.e. law enforcement officials at the frontline) knowledge. It entails detecting (non)obvious patterns in large amounts of municipal data by using pattern recognition. In this way, it is possible to detect anomalies that might result from people committing benefit fraud based on experts knowledge.

Other fields

Since the model seemed to work for the benefits services, Groningen is currently applying similar models for other services, such as detecting full waste bins in the streets and for improving the quality of the citizens register. The approach is roughly the same albeit the subject is different. Scanning data and applying expert knowledge results in better quality

Local partners

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This case study is produced by Evite van Winkoop

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Local governments, citizens, universities and SMEs have joined forces to co-create smarter, more efficient and more innovative services through 9 transnational pilot projects covering 3 core themes:



Innovation Culture Approach

Smart Services

Digital Dashboards