



AVON & SOMERSET POLICE & CRIME COMMISSIONER

PCC DECISION

REF 2026/008

Decision Title: Customer Experience Platform – Final Business Case

Decision summary:

The PCC approved a Final Business Case (both Options 1 and 2) on 09/06/26 in the Governance & Scrutiny Board in support of the proposals for the procurement of the Salesforce Customer Experience (CX Platform). The Final Business Case provided revised financial analysis, deliverables, resource requirements and detailed assessments of expected benefits. The preferred Option 1 referenced the opportunity to progress implementation as part of a regional collaborative arrangement with Gloucestershire and Wiltshire under a five year contract with Avon & Somerset hosting and managing the platform. It was further agreed that in the event that it was not possible to progress a collaborative implementation, the approved fallback position would be for a single Force procurement (Option 2) if needed.

Background or reference to supporting papers:

Avon & Somerset Constabulary face rising public contact volumes and growing expectations for timely, transparent, modern and multi-channel service. Current First Point of Contact systems are fragmented and manual, with limited end-to end visibility of a person's journey; this drives repeat contact, inconsistent communication, and an incident-led rather than victim-led service. The new CX Platform will help mitigate avoidable reassurance demand. While recent improvements to telephony, Integrated Voice Recognition (IVR), STORM optimisation and staffing have stabilised performance in Command & Control, they do not address the structural causes of repeat and failure demand or improve visibility of vulnerability and risk.

The approved recommendation (Option 1) will see the procurement of a CX platform – with delivery of Victim Journeys, Citizen Portal and Agentic AI ('Bobbi') as Phase 1, Customer Relationship Management (CRM) as Phase 2 (from Year 2). There is a comprehensive suite of consolidated benefits that can be delivered through this change. A new Customer Experience platform provides the opportunity to reframe our service from being incident centred, to being victim centred. It would support proactive victim updates, self-service and better case visibility, improving victim experience and supporting stronger Victims' Code compliance. Operationally, it would reduce repeat status-seeking contact, improve first-contact resolution, streamline workflows and provide better performance insight. For the IT Directorate, the platform creates a scalable foundation for future use cases (for example victim and witness care, safeguarding, licensing and service management) and offers the potential to rationalise the applications landscape - replacing fragmented point solutions and

reducing support overhead. Quantified five-year benefits have been estimated noting that CRM benefits are still maturing nationally.

Progressing this project in collaboration with Gloucestershire and Wiltshire presents a strategic opportunity to strengthen regional IT alignment and set a blueprint for regional collaboration, in alignment with the national Police Reform agenda. Avon & Somerset Constabulary would act as the host Force and deploy and run the platform on behalf of all three Forces noting complexity in relation to regional governance, resource contributions, pace of implementation and cost apportionment. If regional alignment cannot be achieved, Option 2 (single-force procurement) will be the fallback position.

The PCC endorsed the intention to secure the Salesforce platform enabling contract finalisation. Additionally, a funding envelope with contingency over a five-year period was approved. Project implementation costs were endorsed, and it was agreed that Avon & Somerset Constabulary will progress as a single Force if regional consensus cannot be secured.

Avon and Somerset Police & Crime Commissioner

I confirm I have considered whether or not I have any declarations of disclosable interest in this matter. Any such interests are disclosed.

The above request has my approval.

Date 11/06/26

Police & Crime Commissioner for Avon & Somerset

CFO Signatures

Date 09/06/26

(OCC CFO required if decision requested or presented for approval by Constabulary)

PCC CFO

OCC CFO

Other relevant lead officer as required

Date 09/06/26

(e.g PCC CEO, COG lead)

OPCC Chief Exec

KD Parfitt

Job title

name

signature