PinkRoccade makes municipalities agile with Blueriq software

One step closer to the government of the future!

blueriq
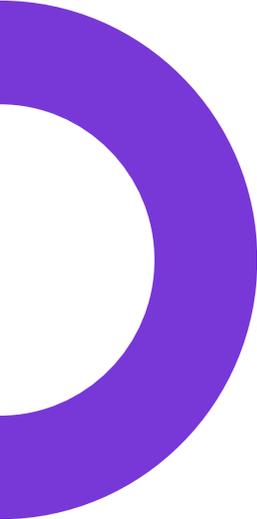
PinkRoccade makes municipalities agile with Blueriq software

PinkRoccade Publiekszaken's (part of Total Specific Solutions) mission is to make municipalities more efficient and flexible. Today, they support over 135 municipalities with iBurgerzaken. This product increases the self-service of citizens and adds value and professionalism for civil servants. To achieve this, PinkRoccade relies on the service and platform of Blueriq.

The world changes, and governments change along. Most Dutch municipalities have a great desire to work increasingly efficient and improve the quality of their services. The ultimate goal: citizen centred service.

"Organisations are becoming increasingly aware of the fact that the right digital solutions are essential to achieve these goals", according to **Tjerk Venrooy**, managing director of PinkRoccade Publiekszaken. "That is why we developed an IT solution with Blueriq, that optimally supports the local government, called iBurgerzaken. It is a solution split up into different modules, such as iGeboorte, iReisdocumenten and iVerblijf & Adres.

Using these modules, citizens can declare a birth, apply for a new passport or register a address change, without even having to leave home. These services aren't only intended for the citizen – who doesn't have to wait in line at the town hall anymore to take care of administrative matters – but it is also intended for the civil servant. Because the citizen takes over a large part of his work, the civil servant will have more time for personalized services and checks. In short, he has more time for doing his job. What do municipalities gain from this? Satisfied citizens, less workload for civil servants and less errors. I am proud that we've managed to achieve this by combining the knowledge of PinkRoccade and Blueriq."

Flexibility

iBurgerzaken was established five years ago. Business engineer **Bertil Rebergen** can still recall why, back then, PinkRoccade chose the Blueriq platform for building the application. "The great advantage of the Blueriq platform can be summed-up in one word: flexibility. We wanted to develop a product that we could use for all the municipalities, despite the fact that most IT solutions of municipalities run on different systems. Thanks to Blueriq, this is possible."

"The great advantage of the Blueriq platform can be summed-up in one word: flexibility."

Bertil Rebergen

BUSINESS ENGINEER

This is possible because the framework of our application can easily connect to any IT landscape that we come across. In addition, we can also provide custom-made solutions for each municipality. No municipality is the same. The priorities of a student city such as Groningen are different from those of a municipality in a rural area. In Groningen, thousands of foreign students register themselves with the municipality every year.
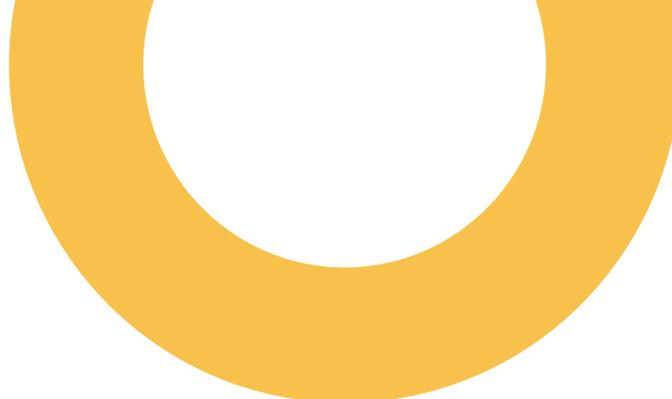
Because our modules are easy to extend, we can easily respond to their requirements. In iBurgerzaken, we developed a module which enables students to register at the university themselves. This way, the town hall won't be overwhelmed anymore. For municipalities in rural areas, the town hall is often located several villages away, so the self-service saves enormous travelling distances for their citizens".

Of course, the work at municipalities does not stand alone. Every municipality works in close relation with external (public) organisations, each with its own expertise. Rebergen: "The software of these expert companies can easily be connected to the Blueriq platform. Take for example the company that supplies devices used for accurately scanning passports for detecting identity fraud. Data from this company can easily be transferred to our modules. This way, we don't need to build a whole new complex module. To me, this is one of the best things about Blueriq: it does not pretends to be an all-purpose solution, but it does offer the possibility of easily integrate everything."

Keeping up with legislation and regulations

If there is one thing that affects the work of municipalities, it is change. Legislation and regulations are constantly being amended. The modules of iBurgerzaken can easily keep up with the changes. Rebergen: "Take a module such as iGeboorte, in which we had to make quite some changes during the past period. Right now, three-parent families or four-parent families and children with two last names are also possible in iGeboorte. Thanks to Blueriq, we can easily extend our module with all kinds of additional options, without having to design everything all over again. Or, to be more precise: it is a matter of modelling, not of programming".

Venrooy: "Behind each module there is actually an entire hidden legislation, with all the rules and exceptions that go along with it. Blueriq can handle that complexity. It is the power on which we have built the framework of iBurgerzaken."
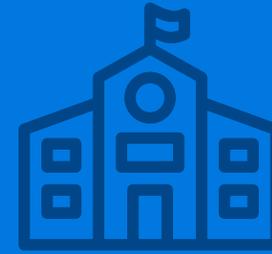
More time for issues requiring attention

The advantage of iBurgerzaken for municipalities can best be illustrated with the module iVerblijf & Adres. With this module, citizens can report a change of address themselves, digitally. For most address changes, there is no need for concern. They are effortlessly taken care of by the system. These are the so-called "green address changes". However, a small part of all the address changes raise an orange or red flag. When that happens, the civil servant receives a message stating that this address change needs to be checked. Perhaps too many people already live at this address or the person who requested the address change already changed his address twice this year. Such cases should be checked more thoroughly. The civil servant – who isn't wasting time anymore entering data for the risk-free 'green address changes' – has more time to pay attention to this matter. The position of the civil servant changes. His personal added value increases and his work becomes more interesting.

Workload reduction of 40 percent!

An organisation that, thanks to iBurgerzaken, encounters less workload, is the municipality of Ede. Also the civil servants in the municipality of Almelo encounter less workload, because birth registrations happen directly at the hospital.

The municipality of Ede has been using iVerblijf & Adres since 2015. In 2018, there were 9,357 address changes in this municipality. 76% of these requests were done using of the digital channel; self-service for and by citizens. This year, Ede had no less than 43% "green address changes" for which no civil servant was necessary. That results in a workload reduction of up to 40%.

Previously, birth registrations were done in the town hall. With iGeboorte, newly parents in Almelo can do this in the hospital. Parents can sent all their data in a digital format using iGeboorte and then sign the document with their electronic signature (since 2016). Within this municipality, there were 2,336 birth registrations in 2018. 74% happened with the use of the digital channel. The result? A workload reduction of up to 38%.

Case-oriented working

What PinkRoccade has realized with iBurgerzaken - an application which enables citizens to submit applications themselves, saving civil servants a great deal of time – may be called a great performance. One of the success factors of iBurgerzaken is that it doesn't work with web forms. "A blessing!", as Bertil Rebergen emphasizes. "Every business engineer would agree with me. A web form is actually just a form, but then digital. It still needs to be transported to the actual system. Blueriq makes it possible for the citizen to fill in his data remotely in the same system as the civil servant. This saves a lot of time! In addition to that, it enables case-oriented working. Case-oriented working means that an application or declaration remains in the system as a digital file, in which you don't need to keep entering the same information over and over again. Which allows you to easily monitor progress and share information with the stakeholders."

> **Blueriq works intuitively. That is why people quickly understand how it works and what possibilities it offers."**

John Kerstens

MANAGER DEVELOPMENT

Co-creation

John Kerstens, Manager Development at PinkRoccade Publiekszaken, is responsible for the innovation of iBurgerzaken. Along with the end-users, he is constantly working on improvements.
"We have a group of pioneers and frontiers. These are a number of municipalities that help us develop iBurgerzaken even further. We ask them every once in a while: What more would you like to have? Is there any other way in which our application can assist you better with your work? Based on their answers, we start building. What's great about this is that within a couple of weeks, they already get to see what they asked for. It won't be a ready-made module, but a "trial version" which they can start working with. If it works, then we keep going, if it doesn't, we put it aside. A beautiful and creative form of co-creation." Therefore, the user - the client! – has the controls of his own IT solution. It is that simple, Kerstens says, thanks to the ease-of-use of the Blueriq platform. "

"I still remember the moment I was trained to use Blueriq by one of the Blueriq engineers, who intensively guided us at the beginning of the iBurgerzaken project. I am not an "innate" IT specialist; I have studied technical business management. However, I quickly became familiar with this system, because it is so intuitive. I noticed that co-creation teams have the same advantage. People quickly understand how it works and, therefore, what possibilities it offers."

Learning from each other's experiences

PinkRoccade and Blueriq are closely connected. "Pink" is a bit part of Blueriq and the other way around.

Because iBurgerzaken runs on the Blueriq platform, there are a number of Blueriq specialists working at PinkRoccade, the so-called business engineers. We can adjust and further develop the software independently. In addition to that, they keep in close touch with the Blueriq engineers in several meetings. "An initiative that suits both parties", explains Roel van de Steeg, Customer Success Manager at Blueriq. "iBurgerzaken was created from the domain knowledge of PinkRoccade Publiekszaken and the innovative software solutions of Blueriq. We keep working on further expanding this unique partnership. We listen to and learn from each other. We keep PinkRoccade up to date with the latest developments of Blueriq, while learning from their ideas and experiences at the same time. It is great that we can contribute to the business goals of PinkRoccade and the services provided by the government to citizens. Ultimately, we all benefit from this."

Using each other's strengths

Han Knooren, Group CEO of Total Specific Solutions: "With the start of iBurgerzaken, PinkRoccade Publiekszaken started supporting a new stakeholder in our spectrum: the customer of our customer, the citizen. The knowledge Blueriq had already gained about this in other markets, such as the banking and mortgage market, was extremely valuable. This gave us a head start in the development of this important project."

Fast innovation from a proper framework

With iBurgerzaken, PinkRoccade Publiekszaken has a great solution for achieving its own goals and the goals of their customers, the municipalities. Tjerk Venrooy: "We are growing steadily. New municipalities join us, but we mainly focus on expanding our services for our existing customers. I think that our value lies in our flexibility and in our ability of rapid innovation. We have invested in an adequate framework and we now benefit from it. The development of a new module takes only half a year, from idea to implementation. Our competition cannot keep up with that."

According to Venrooy, flexibility and innovative strength are vital for those who want to work on "the government of the future". "In the coming period, a lot will change for the public government. Citizens will become increasingly demanding in regards to self-service, because they are used to arranging their own matters at any time. The government needs to keep up with this. Together with Blueriq, we will always be able to respond to the changing demand."

> **We can innovate fast; the development of a new module takes only half a year, from idea to implementation."**

Tjerk Venrooy
MANAGING DIRECTOR

blueriq

More information

For information about this project, you can contact Roel van de Steeg via r.van.de.steeg@blueriq.com.

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