

**Case Study** - How a police force harnessed tech to support those who need it most.

## Rebuilding trust & enhancing the victim journey.



Humberside Police leveraged digital technology to enhance the victim's journey, bridging communication gaps and fortifying community trust, while significantly reducing operational burdens.

*"The victim journey concept has been implemented in weeks, with the initial proof of concept reducing repeat contact from victims by around 60% into our control room."*

Chris Philpott, Assistant Chief Officer at  
Humberside Police

### The need for change

Spanning across 1,357 square miles from the vibrant city of Kingston-upon-Hull to the tranquil coasts of North East Lincolnshire, Humberside Police serve a diverse population of around 0.9 million, bolstered by university students and the influx of yearly visitors. But underneath this dynamic facade, they faced a profound challenge – trust.



Trust in policing has been on the decline since 2017, affecting even Humberside Police, one of the leading police forces in the UK. One in every five calls to Humberside Police came from victims seeking case progress, a factor that not only dented public confidence but also financially burdened the force, leading to considerable yearly expenses. Such a breakdown in communication intensified the vulnerability of crime victims. This disconnect echoed a larger problem in UK policing, where approximately 50% of calls go unlogged, with 20% of these stemming from victims in search of information.

It was clear that a profound transformation was required—one that placed the victim’s journey at the heart of police operations.

### How we made it work

At the core of Humberside Police’s transformative vision was the Victim Journey initiative. This solution sought not only to improve the force’s relationship with the public but to chart a path that other forces might emulate.

Envisioning a service reminiscent of an online ordering process, the idea was to keep victims informed every step of the way—from the initial contact through to closure. Humberside Police spearheaded the implementation of a citizen engagement platform, aiming for proactive digital touchpoints via various channels, including email and text messages. This approach would serve the dual purpose of supporting victims while also reducing the volume of calls demanding updates.

Salesforce was used to drive all engagement and communications with the victims. Journeys were configured within Marketing Cloud providing real-time SMS and email updates regarding crime status. MuleSoft provided a seamless integration layer, establishing secure connections with core

systems like Niche for real-time crime updates, STORM for incident data and Azure AD for comprehensive officer details.

*“Working with Infomentum and Salesforce to transform the victim journey has demonstrated to both Humberside Police and the wider policing community what can be achieved when working in true partnership.”*

Chris Philpott, Assistant Chief Officer at Humberside Police

### Momentum gained

The results were swift and impressive. Within just three months:

- 61% reduction in calls to 101 for Residential Burglary & Criminal Damage.
- Over 7000 automated journeys instated.
- Resource savings that allowed the force to reallocate resources to higher-priority calls.

Such positive strides only bolstered Humberside Police’s commitment to innovation. Their next steps are as ambitious as they are crucial:

- Expansion - broaden the scope of automated journeys to encompass a wider array of crime types.
- Citizen Engagement Portal - launch a platform enabling victims of crime to self-serve. This portal would also facilitate two-way communication, enhancing the proactive engagement process and further cementing the bond between the police and the community they serve.

In a world where technology often feels impersonal, Humberside Police have showcased how it can be harnessed to bridge divides, restore faith, and most importantly, support those who need it most. As forces across the nation watch keenly, Humberside stands as a beacon of what is possible when empathy meets innovation.

**Contact us to discover how to enhance your customer engagement and community trust.**

Get in touch. Call: +44 (0) 203 743 8014 Email: [info@infomentum.co.uk](mailto:info@infomentum.co.uk)

