

Campaign Manager

What the service is

Campaign Manager empowers local authorities to target residents eligible for unclaimed benefits and support through direct outreach via letter, text, or direct payment, providing clear instructions on how to access them. Automating personalised communication bridges the take-up gap and ensures vital income reaches those who need it.

Service features

- Send automated, personalised text messages and letters to eligible households.
- Filter LIFT data to identify specific residents missing vital support.
- Track real-time engagement and response rates for every outreach campaign.
- Launch targeted benefit take-up campaigns directly from the LIFT dashboard.
- Create custom letter templates tailored to specific local authority needs.
- Automate follow-up communications to ensure residents complete their benefit applications.
- Schedule multi-channel campaigns to reach residents via their preferred method.
- BACS, vouchers and goods payments direct to residents

Service benefits

- Increase benefit take-up rates by directly informing eligible, non-claiming residents.
- Bridge the support gap by reaching households unaware of entitlements.
- Boost household income through proactive, data-led resident communication strategies.
- Reduce administrative burden by automating high-volume resident outreach and engagement.
- Improve debt collection by helping residents access funds for arrears.
- Enhance local authority reputation through proactive, supportive, and clear communication.
- Minimise poverty levels by ensuring vital financial aid reaches recipients.
- Drive higher response rates using personalized, direct, and timely messaging.
- Prove campaign effectiveness with clear data on resident action taken.
- Lower operational costs by targeting outreach only to eligible households.

Data backup and business continuity

Campaign Manager data is stored on Amazon RDS, a fault-tolerant, multiply-redundant database store with high availability and failover. A snapshot of the database is taken automatically each day and backups kept for three days. Additionally, backups are taken immediately before major database migrations. If issues occur we can restore from backup within minutes.

The data-visualisation frontend is also hosted on the eu-west-2 AWS region and is regularly backed up. The entire system can be rebuilt and redeployed within ten minutes and there are runbooks for outages, potential data breaches and deployment failures.

We have a comprehensive Business Continuity and Disaster Recovery Plan with identified actions, personnel and resources to rebuild and restart each of our services and each of the resources in the plan has further redundancy.

Onboarding and offboarding

Our technical analyst will work with your technical staff to set up automated, secure submission of new data from your systems to ours, via an SFTP portal. Once this is in place our service will update the dashboard data on a monthly basis to ensure that you can work from up-to-date household information and target support to those who need it.

Data is processed through our policy engine which recreates the entitlement calculations across the entire benefits system, including Universal Credit, Tax Credits and Pension Credits, for example. A reconciliation process is run to ensure that data is translated correctly and information is represented accurately in LIFT. Our analysts will work with your designated officers to identify any inconsistencies and work to resolve errors ready for initial publication.

Full training is provided on the use of the system. Our Client Services Managers will work with senior officers to set up kick-off meetings, identify key objectives and priorities that may be aligned to your strategic plan, and design effective intervention campaigns that deliver value to both citizens and the council. Additional focus sessions will be provided to review and refocus objectives where necessary. Full training to all teams is provided and refresher sessions can be arranged which is included in the cost.

If a contract is not renewed normal practice is to keep data for no longer than one year following the end of the contract. We will also delete some or all data on request. User logins will be revoked at the termination date.

Pricing overview

As stated in the main G-Cloud 15 form the service cost ranges from £9,000 to £20,000 per year.

Service constraints such as maintenance windows and customisation levels

Planned maintenance downtime of the service will be scheduled outside business hours where possible and notified in advance to the client. Typically, the service requires less than one hour of planned downtime each month.

Ordering and invoicing process

1. Contact us to speak to a sales adviser to discuss your requirements
2. The sales adviser will issue a sales order form describing the service you have agreed to purchase
3. Upon receipt of the signed sales order form we issue an invoice on 30 day terms, and begin onboarding
4. Invoices must be paid within 30 days

How to end a contract

By default the contract is auto renewed on an annual or multi-year basis with a 30 day notice period. To end a contract, the client must notify us via written confirmation prior to the notice period of the contract renewal.

Ongoing support

We offer individual support for clients and client users by email, phone and in-app web chat. We also run free, live monthly webinars and email registered users when we update the LIFT Platform functionality and add new features.

Our support response times are:

- Email support: within one hour during business hours
- Phone support: available 9 am to 5 pm Monday to Friday, except bank holidays
- In-app web chat support: available 9 am to 5 pm Monday to Friday, excluding bank holidays

Technical requirements

The Campaign Manager platform is a web-based service that requires only a web browser. It supports Chrome, Firefox, Safari, Edge and Opera. Given that it is a tool for querying, summarising, and filtering large quantities of geographically distributed, complex data, it is more suited for use through a desktop browser than a mobile one, although it can be used on both.