



AI Transformation for Local Government

Crimson helps councils modernise operations, reduce costs, and improve citizen outcomes through targeted AI solutions. Our modular approach delivers measurable results in just 6–8 weeks, with minimal disruption and maximum impact.

Smarter back-office operations

Crimson's AI agents streamline repetitive tasks across HR, Finance and Contracts, freeing teams to focus on strategic priorities.

- **HR Automation:** Handles routine queries, outcome letters and on- or off-boarding.
- **Finance Intelligence:** Flags anomalies, enables natural language analysis and speeds up FOI responses
- **Contract Management:** Improves supplier compliance and standardises procurement and reporting

Transforming adult social care

Crimson's AI tools help councils manage demand and resource pressures in adult social care services.

- Case familiarisation time cut by 66%
- Safeguarding triage filters out 90% of false referrals
- Quality audits reduced from 3 hours to 30 minutes
- Form validation and automated comms reduce delays

Better for citizens and staff

Automation frees up time and improves responsiveness across council services.

- Social workers spend more time with citizens
- Finance teams gain real-time insights
- Communications teams cut drafting time by 70%
- Facilities automate compliance tracking and job creation
- Increased care and decreased complaints

Why Crimson?

- Purpose-built for high-stakes, public-impact transformation
- Long-term partners who stay invested in success
- The confident challenger who drives better outcomes
- Practical Microsoft and AI delivery that works
- Outcome-focused, prioritising speed-to-value.

Proudly helping to drive change



Let's talk

Call **01675 466 477** to discuss how you can transform your services and deliver real impact to your people and those you serve.