

## Take-up Manager



### Easily measure the success of benefit take-up campaigns

Encouraging those entitled to claim benefits is a key role for Revenues and Benefits departments. Benefit take-up is also assessed by the Audit Commission.

In order to ensure value for money and demonstrate success to the Audit Commission and members, it is essential to measure the results of any benefit take-up campaign.

The Take-Up Manager enables campaigns to be measured easily without imposing additional overheads. The module allows staff assessing a claim to simply log the source of the claim by choosing the relevant campaign from a drop down menu at the time of assessment.

For each campaign, reporting functionality is available for both housing and Council Tax benefits. This allows an authority to accurately measure the following:

- Benefit awarded
- Number of awards
- Details of claims resulting from a campaign.

### Take-up Manager offers local authorities the following benefits:

- **No additional overhead.** Claims are linked with a campaign during the assessment process, so staff do not need to record claim details separately
- **Easy reporting.** There is no need to maintain spreadsheets or write SQL queries, as this is all done easily through the management reporting included
- **Value for money.** Campaign success is measurable, enabling successful approaches to be identified and repeated
- **Satisfy audit requirements.** Provides measurable statistics on campaigns to satisfy auditors
- **Improve benefit take-up.** Efforts can be concentrated on techniques known to work, increasing take-up success.