

What is a Digital Log Book?

A Digital Log Book will enable you to create a digital identity/record for your customers/tenants.

At Digital Log Book, we work with and help people to create and manage **their own digital identity**.

Citizens are constantly providing personal information about themselves to a wide range of organisations. With a Digital Log Book you can confirm your identity once.

Once created the Digital Log Book stays with the person for ever, which means they do not need to **authenticate themselves** again.

The Digital Log Book helps customers **channel shift** to digital channels, achieving **digital and financial** inclusion.

The Digital Log Book sits perfectly with current Government welfare reform.

The Digital Log Book can help your customers to digitally and financially up skill and improve their life skills.

Through the Digital Log Book a customer can access a whole range of public services provide to them by their landlord (rent account information), local authorities (council tax) and third sector organisations (employment, education and health).

Self Management

The Digital Log Book helps people take greater control of key aspects of their lives and help greater civil involvement and **improve customer engagement**.

Customers can manage their **finances & budgeting, their housing & rent, energy, employment & education and health & well being**.

Customers can **share their Log Book and information** with their landlord, care worker, family or any other support service, securely.

Why a Digital Log Book?

Organisations increasingly rely on digital identities and information for the delivery of services to their customers and to identify business and operational benefits.

Information about individuals is already held in many disparate places, out with a user's control, e.g. social services, HMRC, health care, education, retailers, local authorities, housing associations, banks etc.

As multiple agencies seek to provide services to the same people, it is increasingly important that users are able to identify themselves reliably in a remote fashion (identity assurance), and that the range of services being offered are being provided to the same person (i.e. federated identity).



What is a Digital Identity?

A digital identity is basically the sum of all information about a person available digitally. A digital identity reflects both who you are (unique identity) and what you do electronically (online footprint).

As people increasingly move to operating on-line, across different platforms, it becomes more important for service providers to know who it is they are dealing with and be confident in the **quality and authenticity of information** that they have about a person.



Digital Log Book - Connecting people to services and homes



Digital Log Book and Integration

The Digital Log Book is an on-line tool for people to create, manage and share their personal information with whomever they like.

A Digital Log Book enables people to better manage their information and relationships with third parties. For example, a social housing tenant can share their financial information with their landlord and better manage their finances and benefits from their Digital Log Book. A person in receipt of health and well being services can share their health details and records with their GP, the NHS or care workers.

The effective use of a Digital Log Book will help to **improve security** enabling an organisation to quickly authenticate a person and use this same information across multiple services. Having user involvement in the process will **improve privacy and take up**, as a user can provide secure access to a third party, sharing appropriate information and overcoming data protection issues.

The Digital Log Book is a customer front end and can **integrate** with your in-house systems. This limits any IT impact on you, security and support, thus providing your customers with one log on.

The greater the sense of **ownership** a person has the more engagement you will have with them. A person will always ask 'what's in it for me' and we need to give them something that they keep, use and control.



Case Study of a Digital Log Book

The Digital Log Book is to track the customer journey and evaluate it from the user's first point of contact, when seeking accommodation through to 12 weeks into their tenancy. To identify the level of intervention required to help customers sustain and manage their finances and improve digital literacy & financial capability and their propensity to transact on line and explore ways to encourage customers to shift to this channel.

The challenge for Birmingham City Council was to digitally include all people into the services of Birmingham **embracing housing, energy, employment, transport, finance and even health** and had to be a part of their Smart City agenda.

<http://youtu.be/pdwc4iZD-fw>

Digital Birmingham Youtube Video



ASHRAM are targeting young people between the ages of 16 – 24 to help them with financial management and preparing them for their tenancies.



Solihull Community Housing is working with young adults with their tenancies using the Log Book as a tool to help improve greater self reliance and build longer more sustainable tenancies.

For more information do get in touch

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