

# Customer Case Study



## The Background

Sandwell lies in the heart of the West Midlands, in an area of the UK known as "The Black Country". There are six main towns which make up Sandwell; Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury and West Bromwich.

Sandwell Metropolitan Borough Council (MBC) has over 284,000 citizens within the borough and their role is to champion and represent the social, economic and environmental well-being of the area.



## The Challenge

- 1 Sandwell MBC wished to maximise the collection of Council Tax and Benefit overpayments. In order to achieve this it became obvious there would be a requirement to embrace new technology which would assist in achieving the objective.
- 2 It can be difficult to trace an individual when they have moved house within the borough or even moved further afield.
- 3 Sandwell MBC needed a solution that could quickly and easily trace an individual to their current address.

## The Solution

Sandwell MBC found that 192business could provide them with a quick and easy solution to their tracing needs. A simple username and password allows them to login and search for an individual using datasets such as Electoral Roll, BT phone files\* and director reports.

\* Telephone directory data is sourced from the British Telecommunications plc Wholesale Directory Solutions (BWTDS) OSIS database, and i-CD Publishing (UK) Ltd is licensed by BWTDS to use the data to provide retail directory information services.

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*We have been using 192business for a number of years now for our tracing needs and do around 200 people searches a day. We find the solution quick and easy to use and our collection rate has gone up by 5% over the last few years*

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**Council Tax & Rates Manager  
Sandwell MBC**

To find out more  
Call our team on + 44 (0)20 7909 2192  
Learn more at [www.192business.com](http://www.192business.com)  
E-mail us your questions at [retail@192.com](mailto:retail@192.com)