NSW State Emergency Service
Digital strategy – 13 October 2015

Topics covered

1. Digital business objectives

2. Proposed strategy

3. Program roadmap

4. Goal alignment

5. Detail program explanation

1.1 Digital business vision

"NSW SES online should be the envy and example of emergency digital excellence amongst its industry and comparators both nationally and internationally."

1.3 Customer objectives

MATTHEW | NEW TO STORM RISK AREA

SES NSW STATE EMERGENCY SERVICE

Personal overview

Name: Matthew
Age: 26
Occupation: Web designer
Family: Not married. Lives with girlfriend in metro NSW

MATTHEW | NEW TO STORM RISK AREA

This persona can also apply to: Children, High risk individuals

SES NSW STATE EMERGENCY SERVICE

" It's not going to happen to me and the SES will be there to help me if anything happens

About Matthew:

Matthew just moved into an area which has suffered some storms in the past but hasn't had any re-occurrence for a couple of years. His awareness of the SES is low; he hasn't had to call the SES before hasn't been in a situation where he needed to prepare nor evacuate from a storm. He is not pro-active finding out information on how to prepare for a storm as he thinks that that it will not happen to him.

Matt experienced a storm for the 1st time. It happened very quickly and lasted 2 days. After the storm was a fallen tree that was partially blocking his driveway. Matthew's first instinct was to ring 000 to a help. He was told to ring the SES and when he found the SES number to call, he was frustrated that he hold for 2 hours to lodge a job.

Matthew's goals:

- Seek help
- Wants someone to help him get rid of the fallen tree immediately
- Know when his life can return to normal

Matthew's tasks:

- Find someone to help him clear a fallen tree on his drive way
- Wants to know how long before help arrives
- Wants to get an update on the situation – is it over, are there areas to avoid, what to do, etc.

What NSW SES can do for Matthew:

- Provide Matt with a clear list of who and when to call. Ie call Energy Australia if his electricity is cut.
- Provide Matt an easy way to request help.
- Let Matt know the number of jobs in his area that SES is responding to so that Matt can understand how busy SES is.
- Provide Matt with an update on what's going on around his area.

Research channels

Digital engagement with SES

Matthew's digital engagement with NSW SES's digital channels is low during the before phase, as he doesn't know that NSW SES is a source of information, however his awareness increases as he searches for help during and after an emergency.
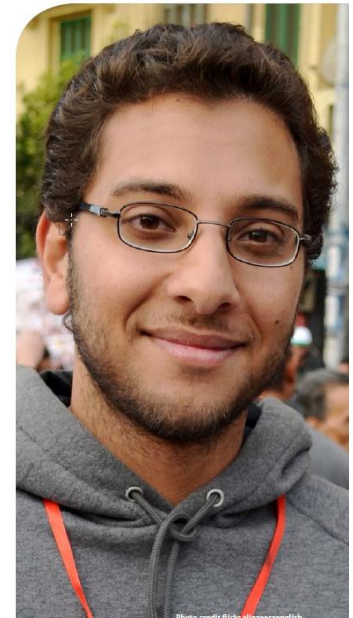
	LOW		MEDIUM		HIGH	
Before	■	■				
During	■	■	■	■		
After	■	■				

Photo credit flickr aljazeeraenglish

1.3 Customer objectives

1. My family's safety is my first priority.

2. It's not going to happen to me and the SES will be there to help me if anything happens.

3. This is my community and I want to do my part to help in times of disasters.

4. I want to make sure that my daughter and her family is safe

5. Helping communities help themselves allows us to devote our attention and resources to help those with higher priority jobs'

1. Fulfil NSW SES legislation of providing accurate and timely information to warn and prepare the public.

2. Change community expectation of NSW SES, to promote community resilience.

3. Promote NSW SES as a first choice agency for emergency response volunteering and career.

4. Set an example for other SES in Australia to look up to, through demonstrating excellence in digital communication and innovation.

5. Promote the NSW SES brand amongst the community, to bridge the connection between the organisation and community.

1.4 Fulfil NSW SES legislation of providing accurate and timely information to warn and prepare the public.

"My family's safety is my first priority"

Content challenges and needs

1. Hard to find content relevant to an area.

2. Content on the website difficult to consume as it is very text heavy.

3. Overlap of content between microsite and main site.

Customer experience challenges and needs

1. No single source of truth. Across digital channels. Website vs Social media.

2. Information in bulletins needs to be standardised and broken into consumable sections.

3. During an event, critical information gets buried quickly, clearer navigation and segmentation of content is required.

Technical / process challenges and needs

1. Hard to use CMS. Content updates are not timely.

2. Website uptime needs to reliable during high traffic events.

3. Lack of resource / process on digitising operational data and surfacing useful information to the public.

1.5 Change community expectation of NSW SES, to promote community resilience.

"It's not going to happen to me and the SES will be there to help me if anything happens"

Content challenges and needs

1. Inform the purpose and role of both the SES and expectations on community members

2. Content does not conform with Prevention and Preparation, nor will community understand this approach.

3. Adjust content framework to **Before During** and **After** (B.D.A).

4. Celebrate the success of community participation.

Customer experience challenges and needs

1. Role of SES is unclear on the website, offer guidance on SES responsibilities B.D.A an event.

2. Importance of shared responsibility is not clear in website messaging, educate community responsibility and contributions B.D.A an event.

3. Prompt community to take action by raising risk awareness in their area.

Technical / process challenges and needs

1. Website needs to adapt to the various stages of the B.D.A framework.

2. Disjointed user journey across multiple sites makes it hard to find the information or confused with which site to trust.

1.6 Promote NSW SES as a first choice agency for emergency response volunteering and career.

"This is my community and I want to do my part to help in times of disasters"

Content challenges and needs

1. Website doesn't educate users on volunteering opportunities, commitments nor the training processes.

2. Benefits of volunteering not communicated effectively I.e. skills acquired can be used in real life situations.

3. Volunteering pathways not effectively communicated.

Customer experience challenges and needs

1. Website is clunky to use to find out information about volunteering.

2. Navigation needs to capture the volunteering user journey.

3. Unable to easily look for opportunities that suits applicant skills , location or commitment limitations.

Technical / process challenges and needs

1. No online application process.

2. No process to update volunteering opportunities where it is needed across NSW SES or specific region.

3. No clear volunteering acquisition nor retention process within the organisation.

1.7 Set an example for other SES in Australia to look up to, through demonstrating excellence in digital communication and innovation.

"I want to make sure that my daughter and her family is safe"

Content challenges and needs

1. SES consumes a wealth of information, this should be interpreted to useful products for the public.

2. Content to be translated to reflect the diversity of communities that SES serves.

3. Content needs to be accessible.

Customer experience challenges and needs

1. Website needs to cater towards the lowest common denominator. It needs to be simple to use for everyone.

2. It also needs to cater for people where English is not their first language.

Technical / process challenges and needs

1. Website needs to have multi-lingual capabilities.

2. Solution to cater for multiple devices.

3. Integration to existing data systems to digitize processes and automate information where possible.

4. CMS to promote content collaboration from members across NSW.

1.8 Promote the NSW SES brand amongst the community, to bridge the connection between the organisation and community.

"Helping communities help themselves allows us to devote our attention and resources to help those with higher priority jobs"

Content challenges and needs

1. Current site does not build strong emotional connection with user – does not talk about the challenges SES face and their contributions to the NSW communities and how they can help

2. Encourage the public to contribute to community and SES

Customer experience challenges and needs

1. Public getting updates from non-NSW SES sources.

2. Require better promotion of community events to increase awareness.

3. Brand building content should be de-prioritised during operational periods.

Technical / process challenges and needs

1. Main site should be single source of truth. Any updates posted on social media should be aligned back to the website.

2. Simple and easy for staff to update content and promote events easily

3. Encourage community contribute content.

1.9 Digital strategy objectives

Engage, inform and collaborate
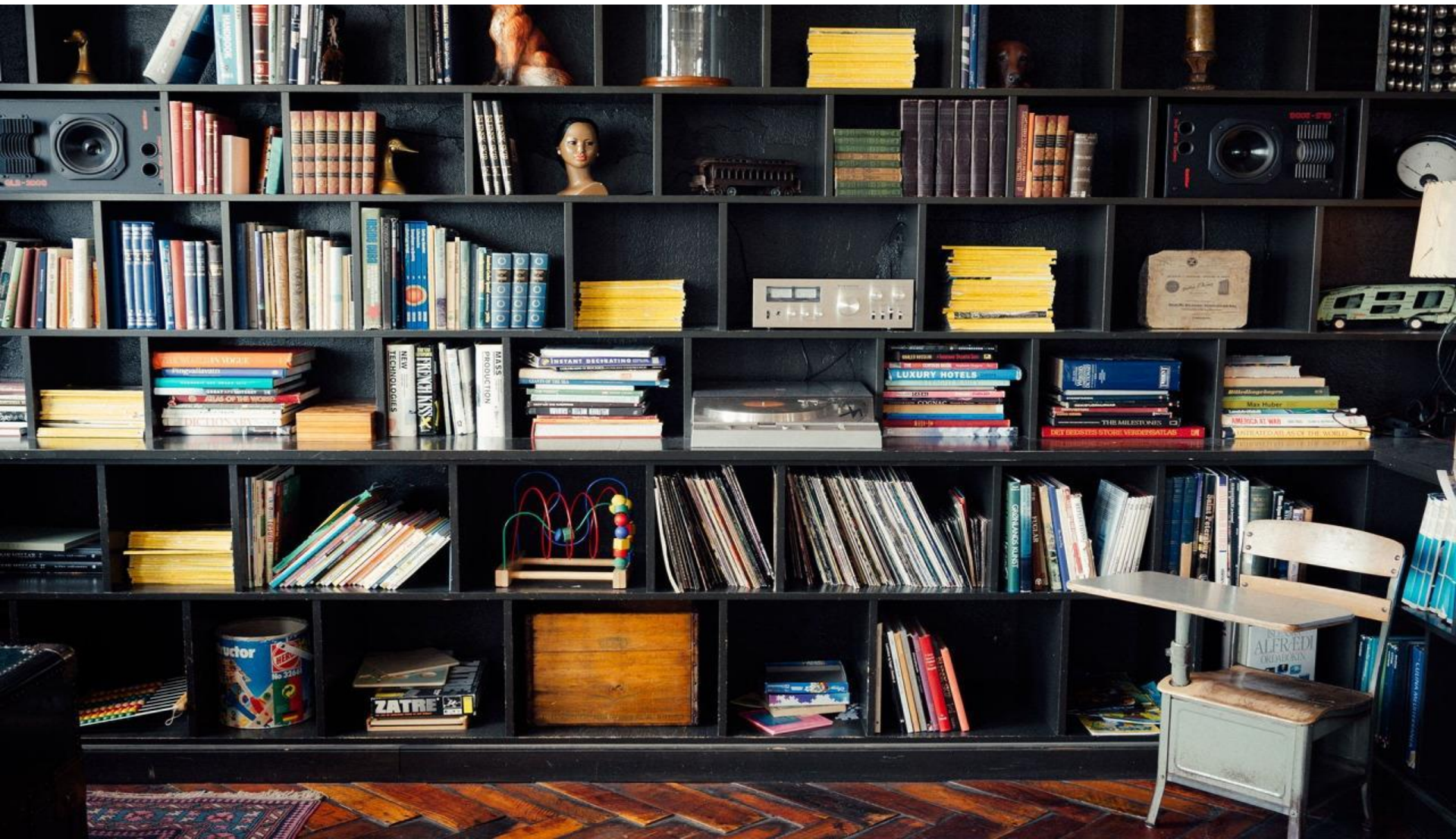
Create awareness and stimulate a connected community

Prompt community to take action

2. Proposed strategy framework

2.1 Digital strategy framework

Strategic theme

Before, during and after digital approach

Customer experience

A primary, reliable and trusted source of information

Foundation

Remove technology as a barrier

2.2 Strategic theme

Before, during, after digital approach

Engage, inform and collaborate	Aware and connected community	Take action
• Change perception of SES. • Increase risk awareness. • Stimulate community participation and contribution.	• Quick and easy way to find out what to do. • Offer relevant info based on location. • Raise risk awareness of surroundings and similar events.	• Primary source of information. • Clear call to actions. • Lodge a job online. • Volunteer online. • Create a home. emergency plan • Donate to SES.
Educational and collaboration tools	**Useful tools**	**Digital service offering**

2.3 Customer experience

A reliable and trusted source of information

Timely	Local	Relevant	Personal

- Needs to be fast and up to date.
- Information needs to be easily understood.

- Content specific to the users locale.

- Content prioritised to the current stage before during and after.

- Needs to be relatable to the user and the community.

Fast load times	Leverage the data	Different website modes

*Social and content strategy

Events and goals tracking

2.4 Foundation

Remove technology as a barrier

Simple, streamlined processes	Connected – all devices, all areas by anyone	Streamline

- Easy to use CMS,
- Distributed content publishing model.
- Pre-packaged content.

- Accessible.
- Multi-screen.
- Multi Lingual.
- Fast load times during. operational periods.

- Job lodgement online and integrate with Beacon.
- Digitalise volunteering application.
- Consume and display information from existing data systems, ArcGIS & RAK.

Digital Platform Replacement	**Accessibility**	**Integration**

2.5 Digital strategy

Strategic theme
Before, during and after digital approach

Educational and collaboration tools	Useful tools	Digital service offering

Customer experience
A primary, reliable and trusted source of information

Fast load times	Leverage the data	Different website modes
*Content strategy	*Social strategy	Events and goals tracking

Foundation
Remove technology as a barrier

Digital platform replacement	Accessibility	Integration

3.0 Program roadmap

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3.1 Roadmap

Short term	Medium term	Longer term
Facts and figures		
• Region landing pages, key information entered manually. • Integration with Beacon to report on real time job statistics. • Define and re-educate regions.	• Integration with Rapid assessment kit to surface. consequences from previous events. • Integrate with "Have your say"	
Community engagement register		
• Standardised community events creation. • Events listing with filtering capabilities. • Event page which houses more content.	• Ability to add location coordinates. • Display event in map. • Allow users to search events spatially. Events near me.	• Unified system for members to set up community events, track volunteering time and location. This will require integration with Beacon.

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3.2 Roadmap

Short term	Medium term	Longer term

Latest updates

Short term	Medium term	Longer term
• Simplify access updates/bulletins. • Interactive map to display updates\bulletins in regions. • Standardised information in updates\bulletins and move away from text only updates. • Pre packaged information.	• Allow people to subscribe to updates\bulletins within their area via email.	• Translate BOM products into SES products offer more content on the before phase - severity, duration, and potential impacted suburb. • Mobile SMS updates.

Home emergency plan

Short term	Medium term	Longer term
• Simplify and reduce steps where possible. • Automate information where possible. • Use data captured for target campaigns.	• Reminder capability. • Automatically tailor plans based on the location.	

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3.3 Roadmap

Short term	Medium term	Longer term

Online volunteering system		

Short term
- Streamlined form that submits captured data email address for manual processing.

- Enable local units to communicate unit availability, recruitment schedule, training schedules and specialty.

Medium term
- Allow Volunteers to search and filter volunteering opportunities.
- Integration with SAP

Longer term
- Crim check integration.
- Track application status.
- Notify application status

Online job lodgement

- Further integration with beacon to enable online job lodgement.
- Track job status.
- Call wait time indication.

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3.4 Roadmap

Short term	Medium term	Longer term

Clear call to actions

- All information available on the website should prompt an action from the user.

Primary source for information

- Links to other form of updates, such as road closures, BOM weather.

- Consume live feeds.
- Offer links on interrupted services.

Donate to SES

- Simple, transparent and secure donation process.

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3.5 Roadmap

Short term	Medium term	Longer term

Fast load times

- Use CDN.
- Light weight in operational mode.
- Horizontal scaling.
- Ensure code performance.
- Timely publishing.

Leverage the data

- Map out region boundaries.
- Consume and map out job statistics from Beacon.
- Display evacuation polygons from ArcGIS.
- Utilise local unit Facebook feeds.

- Consume BOM information and assign updates at a region level.
- Consume live feed of data from BOM and live traffic.
- Consume phone wait time.

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3.6 Roadmap

Short term	Medium term	Longer term

*Content strategy

- Consolidate and remove duplication of content.
- Content audit framework to assess against B.D.A
- Content guidelines to address personas at different stage.
- Content matrix.

*Social strategy

- Identify purpose and objective for your social media channels.
- Enable regions to contribute to social content, with clear ownership definitions.
- Develop a content calendar mapped to personas.
- Social media content matrix to ensure content is kept relevant to each stage and persona.

Different website modes

- Ability to toggle different website modes based on before, during and after framework

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Content strategy

Audience\Personas	Before	During	After
Users directly impacted by an event **Sam** **Mathew**	• Structured guidance and step by step information; illustrated further with imagery, video • Prominent access education tools events to raise risk and SES awareness • Raises awareness of SES responsibilities • Showcase community participation and success stories. • Clear call actions	• Quick access to information that is regularly updated; confidence in the information ascertained • Maps and alerts	• Empathetic content and advice; access to onward service providers who can help. • Report on impacted areas • Statistics of jobs completed • Lessons learned
Volunteers **Tim** **Denise**	• Structured content, to communicate the volunteering opportunities and benefits. • Volunteer recognitions and their contribution from previous events.	• Statistics of current jobs in an area or volunteers deployed • Visual presence of volunteers in field	• Examples of work other volunteers or employees are carrying out; list of active/completed jobs based on region; success stories to raise morale; • Lessons learned

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Social media strategy

Stage	Objective	User	Social media channel
Before	Help users prevent and minimise damage and danger from potential incidents (Service delivery/B.D.A)	Sam – impacted by an event Media	Facebook channel - posts on staying safe; cross-referencing of YouTube and Flickr visual content
During	Alert users with updates during an incident (Service delivery/B.D.A)	Li Chun – worried parent Denise – volunteering Media	Facebook channel – linking to bulletins Job statistics, visual content to communicate impact and prompt safety actions Repost bulletins on Twitter
After	Recruit volunteers	Volunteers Tim – potential volunteer	Facebook – promotion of volunteer-based content; LinkedIn – press releases; service information; becoming a volunteer

3.7 Roadmap

Short term	Medium term	Longer term

Events and goals tracking

- Enable google analytics tracking.

Digital platform replacement

- Easy to use CMS.
- Timely creation and publishing of content.
- Distributed content publishing model.
- Enable content contribution from different authors.
- Social publishing to Facebook and Twitter.

- Define event and goals for tracking.

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3.8 Roadmap

Short term	Medium term	Longer term

WCAG 2.0 AA compliant

- AA compliant where possible
- Integrated screen reader.

SEO optimised

Multi screen

Multi Lingual

• Google translate.	• Translation of critical pages.

Integration

Short term	Medium term	Longer term
• Consume and map job statistics from Beacon. • Map evacuation polygons from Arc GIS.	• Consume and associate RAK consequences images to events at a region level.	• Offer the ability to submit jobs online into Beacon. • Directly submit volunteering applications into SAP. • Consume external data feeds from BOM and Live Traffic.

4.0 Goal alignment

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4.1 Goal alignment

Warn and prepare the public	Change community expectation	First choice agency for career/volunte ering	Demonstrate digital excellence	Promote SES brand
Education & collaboration tools				Edu&collab tools
Useful tools				Useful tools
Digital services offerings		Digital services offerings		
Fast load times		Fast load times		
	Leverage data			
	Content strategy			
	Social strategy			
	Different modes			
Events and goals tracking				

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4.2 Goal alignment

Warn and prepare the public	Change community expectation	First choice agency for career/volunteering	Demonstrate digital excellence	Promote SES brand
Digital platform replacement			Digital platform replacement	
Accessibility			Accessibility	
Integration			Integration	

5. Program details

5.1 Education and collaboration tools

Facts and figures

- Inform users about the regions, suburbs within in each region and local units.
- Infographics and, did you know facts seeded into site content and disseminated into regions. Facts such as historical events in the area what are the risks in the
- Jobs, and bulletins within an area.
- Facilitate community contributions and participation across all stages of B.D.A

Short term
- Define regions, suburbs within each region and units serving each region.
  Region landing pages, key information entered manually into CMS such as risks, historical events
- Integration with Beacon to report on real time job statistics. I.e. jobs lodged, jobs in progress, jobs completed.

Medium term
- Integration with Rapid assessment kit to surface consequences from events.
- Leverage off content from "Have your say", facilitate community contributions.

5.2 Education and collaboration tools

Community engagement event register

Short term
- Standardised interface to enter community events and assign them to a region.
- Display events listing, with the ability to filter by region or date range.
- Event page which houses more content, such as links and images so events can be more appealing to the public.

Medium term
- Ability to add location coordinates so location of events can be advised using a map
- Allow users to search events nearby, based on GPS or location entered by user.

Long term
- Unified system for members to set up community events, track volunteering time and location. This will require integration with Beacon.

5.3 Useful tools

Latest updates
- Allow users to easily find out what's happening in NSW or particular area/region or suburb.
- Provide a visual representation of regions.
- List of updates and bulletins. Categorise and filter updates by type: I.e. Watch, warnings, bulletins and evacuation.
- Ability to toggle between list map view of updates.
- Allow people to subscribe to updates and bulletins within their area via email.

Short term
- Simple way to access updates and bulletins.
- Map updates\bulletins to regions.
- Standardised information in updates\bulletins and move away from text only updates.
- Pre packaged information in updates\bulletins.

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5.3 Useful tools

Latest updates (cont.)

Medium term
- Allow people to subscribe to updates\bulletins within their area via email.

Long term
- Mobile updates
- Translate BOM products into SES products(eg watch and warnings), offer more content in the before phase - severity, duration, and potential impacted suburbs.

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5.3 Useful tools

Home emergency plan
- Simplify, reduce steps and automat information where possible, suburb or postcode should determine metro or rural.
- Communicate risk in the area based on the location of the user and tailor plans accordingly. Eg Riverina nearby or flash flooding common.
- Social sharing to increase reach and drive advocacy.
- Use data captured from the home emergency plan to identify areas where usage is low to target awareness campaigns.
- Reminder capability to prompt users to revise and update their plan.

Short term
- Simplify and reduce steps where possible.
- Automate information where possible.
- Use data captured for target campaigns.

Medium term
- Reminder capability.
- Automatically tailor plans based on the location.

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5.4 Digital service offerings

Online Volunteering system to provide a guided and streamline application process

Short term
- Streamlined form that submits captured data in a form to an email address for manual processing.
- Enable local units to communicate unit availability, recruitment schedule, training schedules and specialty.

Medium term
- Allow Volunteers to search and filter volunteering opportunities based on location, recruitment schedule and suitability.
- Integration with applicant management system (i.e. SAP)

Long term
- Integration with crim check to remove the manual verification process.
- Track and notify volunteering application status.

5.4 Digital service offerings

Online job lodgement

Long term
- Online form that allows users to lodge a job online with the ability to upload an image.
- Form needs to be mobile friendly as users most likely will be using their mobile phones to do this.
- Integration with Beacon to post job into the system.
- Ability for Beacon to return an ID to allow user to quote to operator to track status or ability to input ID into a form to track the status of the job
- Provide an indication of call wait time.

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5.4 Digital service offerings

Clear call to actions
* All information available on the website should prompt an action from the user. For example, point out risks, how to prepare, how to stay safe, how to get help, how to take part.

Primary source for information
Short term
* Links to other form of updates, such as road closures, BOM weather.

Long term
* Consuming live feeds from other services, and become the primary information, such as weather warnings and road closures.
* Offer more links to update on interrupted services during an event, eg power and water outages.

Donate to SES
* Simple, transparent and secure donation process

Architects of digital change

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5.5 Fast load times

Short term
- Use content delivery network.
- During operational mode, website to go to light weight version. I.e. low use of images.
- JavaScript and CSS compression.
- Automatic horizontal scaling of servers to deal with traffic.
- Content published needs to appear on website immediately after and not in hours.

5.6 Leverage the data

Consuming data from internal systems

Short term

- Surface data captured from internal systems and display information on a map.
- Consume and map out job statistics in an area.
- Display evacuation polygons from ArcGIS in a map, so users know which areas are impacted.
- Utilise local unit Facebook feeds, to provide local and timely updates are at region level.

Long term

- Translate BOM information and display updates at a region level.
- Consume live feed of data from BOM and live traffic.
- Capture data from phone systems to give an indication of call wait times.

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5.7 Content strategy

Content strategy

- Consolidate and remove duplication of content across SES website channels, to achieve single source of information.
- Content audit framework to assess every page of the website against the, Before, During, After framework.
    - Duplicate information can be rationalised
    - Out dated information can be amended or archived
- Content guidelines to addresses personas motivations, objectives at different stages and stimulate user journey

- Tagging of content to before, during and after, so content displayed can be prioritised based on different stages.

- Content matrix, which outlines an example of how the user needs might be cross-referenced by the B.D.A stages, and how content types, styles and formats might need to change to reflect the various different audiences.

5.7 Content strategy

Audience\Personas	Before	During	After
Users directly impacted by an event **Sam** **Mathew**	• Structured guidance and step by step information; illustrated further with imagery, video • Prominent access education tools events to raise risk and SES awareness • Raises awareness of SES responsibilities • Showcase community participation and success stories. • Clear call actions	• Quick access to information that is regularly updated; confidence in the information ascertained • Maps and alerts	• Empathetic content and advice; access to onward service providers who can help. • Report on impacted areas • Statistics of jobs completed • Lessons learned
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5.8 Social media strategy

Social media strategy

- Identify purpose and objective for your social media channels

For example

> Twitter – Event, updates and bulletins disseminated from Facebook
>
> Facebook – Event, updates and bulletins, recruit volunteers, promote community engagement events
>
> LinkedIn – Recruitment, corporate achievements within the emergency response sector , promoting SES as a first choice agency.

- Encourage regions to contribute to social channels, however provide clarity over the ownership of information and how it needs to be communicated to the public. For example regions, can create region updates during an event and post local community engagement communications in the before stage.

- Develop a clear content calendar mapped to your personas. For example once a month raise risk awareness for Matthew, every Friday, promote   community engagement, every Wednesday promote volunteering recruitment.

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5.8 Social media strategy

Social media strategy

- Governance of content that is suitable for each stage and how it addresses each audience type.

- Social media content matrix . Doing this will ensure the content is kept as consistent, relevant and engaging as possible, and will also help users distinguish the different stages of emergency, B.D.A.

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5.8 Social media and content strategy

Stage	Objective	User	Social media channel
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After	Recruit volunteers	Volunteers Tim – potential volunteer	Facebook – promotion of volunteer-based content; LinkedIn – press releases; service information; becoming a volunteer

5.9 Different modes

Ability to toggle different website modes based on before, during and after framework

Home page to surface different types of content depending on phase.

Before
- Latest Updates
- Create Home emergency plan
- Community register events
- Volunteer
- Statistics
- Sign posting to relevant content depending on type of event (Flood, storm and Tsunami) – pre-packaged content
- Raise SES responsibilities vs community responsibilities
- Stories on previous events
- Risks in an area

5.9 Different modes cont.

Ability to toggle different website modes based on before, during and after framework

During (operational)

- Latest updates, and bulletins
- Numbers to call
- When to call SES
- Links to other sources of useful information during an event such as BOM and road closures.
- During major event switch the operational mode, website to go to light weight version. I.e. low use of images

After

- Latest Updates
- Numbers to call
- Sign posting to other services to aid recovery
- Promote volunteering and donations
- Surface consequence to raise awareness in other areas
- Ongoing job statistics update

5.11 Events and goal tracking

- Understanding the customer journey
- Identifying IA, content and pathway issues
- Monitor and adapt

Short term
- Enable Google Analytics

Medium term
- Develop measurement framework to measure if users are achieving their objectives or being guided to the correct user journey.
  Objective: Get more people to create a home emergency plan
  Approach: Make the home emergency more prominent in the before phase, increase call to action with before content
  Measurement method: Google event tracking label on the home emergency plan call to action
  KPI: Increased usage during before phase.

5.12 Digital platform replacement

- Easy to use CMS, creating simple content (i.e. news article) should be minutes instead of hours.
- Published content should appear almost immediately instead of hours.

- Distributed content publishing model, enable contribution of content from different members. For example, regions bulletins and region specific updates can be updated by region rep, or volunteering pages can be updated by HR.
- Contribution of content can then be governed by CMS roles, permissions and workflows.

- For standard or generic content which can be automated, the CMS will provide a single source for editing and distribution. For example pre package flood safety information can be applied to different pages across the site.

- Social publishing to Facebook and Twitter – content is shared from the website to maintain consistency messaging between the website and social channels.
- Capability of integrating with external systems.

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5.13 Accessibility

Short term

WCAG 2.0 AA compliant

- Website needs to achieve minimum AA compliance where possible.
- Integrated screen reader readspeaker.com
- Multi lingual - Google Translate
- Multi-screen – responsive design

SEO optimised

- User friendly URL
- Sitemap.xml
- Structured HTML mark-up
- Content optimised for search (see content strategy)
- Integrated screen reader such as readspeaker.com

Medium term

- SES to consider use of translators to translate copy on the website to different languages for input into the CMS.
- Ability for users to toggle between different languages in the website.

5.14 Integration

Short Term
- Consume and map job statistics from Beacon.
- Map evacuation polygons from Arc GIS.

Medium Term
- Consume and associate RAK consequences images to events at a region level.
- Identify have your say objectives and integrate into the main site.

Long Term
- Offer the ability to submit jobs online into Beacon.
- Directly submit volunteering applications into SAP.
- Consume external data feeds from BOM and Live Traffic

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