ENGAGING AND SERVING CITIZENS

London knows. Citizen centric service matters.

The City of London improved service and citizen satisfaction rates with the implementation of a successful CRM strategy. City leaders know that citizens today expect a higher level of citizen service from their governments. 24/7 access to government in the form of mobile apps, self-help web portals, and "one stop shop" call centers provide citizen centric solutions. So they set a plan in place to give the citizens what they want. [1]

> "... when a customer phones us, Microsoft Dynamics CRM recognizes their number and will **pop up a report for that account**"
>
> Jill Bailey, City of London

Consider a solution that gives your citizens a modern experience that they will appreciate...

Citizens today expect a higher level of citizen service from their governments. 24/7 access to government in the form of mobile apps, self-help web portals, and "one stop shop" call centers provide citizen centric solutions. . Provide quick issue resolution for citizens, a "onestop-shop". Instead of extensive and extended interactions with multiple government workers involving repeatedly providing the same information over and over again, citizens can find resolution of multiple issues through one quick and accurate point of contact due to centralized, agency-wide citizen information.

Regardless of whether information or service requests are made by phone or email, via a website or in person, contact center staff members can easily access information and route requests to appropriate departments. Seamless, quick, efficient, citizen-centric service results in increased citizen satisfaction levels and strengthened relationships between government and its citizenry.[2]

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[1] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=4819

[2] http://www.edelman.com/2015-edelman-trust-barometer-2/trust-and-innovation-edelman-trust-barometer/global-results/

Leaders in government technology understand. According to McKinsey's Center for Government, when governments deliver services based on the needs of the people they serve, they can increase public satisfaction and reduce costs. [3]

Show your commitment to your citizens. Streamline operations by creating one customer experience that offers citizens multiple means of interaction. Provide portals with self-service and automated options, allowing citizen responses in all types of media (Twitter, Facebook) for multi-directional social engagement. Provide 24/7 self-service across mobile devices, and real-time chat. Happier, more functional employees also provide a better experience. Enhance employee productivity by eliminating repetitive actions, implementing functional workflows, and eliminating duplicate work by removing paper trails.

As citizen expectation around multi-channel communication rises, so do Microsoft's efforts to be the best and most effective answer to communicating.

Uncomplicate Citizen Communication with Microsoft Dynamics:

Our solution provides a secure, scalable, and cost effective option that takes full advantage of a secure cloud.

It is Secure: Our encrypted solution allows transparent use of operational controls validated by third party auditors that conform to offering an environment physically-isolated from our public cloud. Our datacenters are constructed in areas designed to support business continuity scenarios. Further, we require that our government cloud be compliant to government requirements and we adhere to a broader set of security and privacy policies to protect customer data.

It is Scalable: This dynamic platform for solutions and storage accommodate significant data growth (including unstructured data like videos) with continuous application availability and scalability. We design with flexibility in mind, knowing that some entities will look for hybrid solutions that allow them to store more sensitive data in an on-premises datacenter and less sensitive information in the cloud. As part of this flexibility, agencies can scale their services as their needs change, all without having to sacrifice compliance with their regulatory obligations.

It is Cost effective: Our solution allows you to free up resources for other missions: reduce management and operational costs while delivering new services that reflect changing citizen needs by repurposing your existing local resources. Pay-as-you-go pricing enables cost predictability and allows you to change capital expenditures into predictable operating expenses.

Globally, **48% of citizens** in 2015 **trust their governments,** up from 45% in 2014." –Edelman P.R. 2015 Trust Barometer

"...Let **citizens tell you what matters most**, but avoid asking them directly" McKinsey Citizen Centric Government Services 2015

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[3] McKinsey, Citizen Centric Government Services 2015
http://www.edelman.com/2015-edelman-trust-barometer-2/trust-and-innovation-edelman-trust-barometer/global-results/

A Modern Government Story, reimagined with Dynamics

The City of Barcelona is Responsive, Productive, and Effective. The City of Barcelona has a global reputation for innovation. Many of the technological solutions that the city has adopted in recent years are at the leading edge of city management. Microsoft cloud services and devices play a transformative role in supporting several of the city's initiatives, from providing data center management solutions that increase city employee productivity, to hosting and analyzing public data.

Barcelona makes the most out of the tools available and provides citizen services on a personal level. Barcelona's vision was not only to improve the efficiency of citizen services but also to build a more personalized relationship with citizens. In order to achieve that, the Citizen Care Department needed a platform that could not only manage traditional, reactive, call-center interactions with citizens but also include tools to proactively communicate with citizens. This meant using modern social media marketing tools to get closer to citizens in their daily lives, enabling a model where opinion could be captured much more frequently than once every four years with a census.

"This is not just a call center project," says Sanromá. "It is a critical tool to improve the relationship with citizens."

New means better. The Citizen Care Department knew that a completely new platform would be required to support the Citizen Care and Engagement initiative—a solution capable of much more than operational customer relationship management (CRM).

Since the beginning of 2013, 16 line-of-business applications have been integrated in the new CRM system. In September, the citizen engagement campaigns will begin, and in November the full call-center interactions will be enabled—providing a

single window model, which is positive for city employees and ultimately increases citizen satisfaction.

Devices Enable New Level of Interaction. In addition to having new channels through which they can interact with city government, citizens have a choice of methods for accessing those channels: phones, tablets, and PCs. As host of the Mobile World Congress, Barcelona city officials are keenly aware of the importance of providing anytime/anywhere access to services for twenty-first century citizens.[4]

That is huge. Open data enables economic growth. The main driver for adoption of a public cloud was better management of the public data that is collected by the city's municipal operations and recordkeeping practices. In addition to storing data in the cloud for others to analyze, the Barcelona City Council is harnessing the opportunities that city data presents through Big Data and analytics solutions.

After researching the options, the City of Barcelona has found a secure and scalable end to end solution that will accommodate their growing data storage and archive needs: Microsoft Dynamics for Government.[5]

Let's see what Microsoft could do for you.

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[4] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=1939

[5] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=1939

Microsoft Dynamics

Our solution provides a secure, scalable, and cost effective option that takes full advantage of a secure cloud.

It's all about you. Expand on how Microsoft is committed to give each government organization a customized solution that fits their needs.

It's all about your citizens. Provide citizens access. Wherever. Whenever.

Creating one customer experience, offering citizens multiple means of interaction, enable self-service through online knowledge bases for issue resolution, enhancing employee productivity by eliminating repetitive actions, implementing functional workflows, and eliminating duplicate work by removing paper trails. Provide a consolidated view of each citizen including multiple agency interactions and a holistic view for managers and diminish the need for multiple touches per constituent. Solve problems quickly. Communicate easily. Your citizens will love you for it.

Get started today.

With Microsoft's cost-effective Dynamics CRM platform, you can reimagine citizen management, become more mobile, gain greater agility, and drive the innovation that helps create a positive experience for your citizens.

Discover more about Microsoft Dynamics for Government.

Get Started with a free Microsoft Cloud for Government Dynamics CRM Online Trial.

Explore how other government agencies are using Microsoft Dynamics.

www.microsoft.com/dynamics

Microsoft