



Ministry of Culture

Case Study

A communication complete solution with the citizen

The Citizen Information Center is located in the lobby of Ministry of Culture in Madrid which hopes to become a reference point for administration's information and the main culture events for citizens.

Need

It was really necessary to provide to the citizens with an information service through three channels: Web, Phone and personal attention which give at the same time an individual treatment with the best efficiency, its means that the citizens could access to the information and know the status of their consulting at any time and any place.

Solution

To design a solution oriented to the citizens' services which could manage all communications from different channels, so it was necessary to integrate two Technologies: Microsoft Dynamics CRM and CISCO IPCC Express.

Starting from the installed infrastructure under ownership of the Ministry, Tecnomcom carry on the implementation of a CRM application under Microsoft platform oriented to increase the productivity provides from multichannel services. In the other hand the call management CISCO technology leads to unify the mail, voice box and fax.

Through the phone consulting service the Ministry covers about 76 % of the calls received, The CIC (Citizen Information Center) was assigned with a number which covers all national geography as well as an intereractive menu where the citizen can consult the public employment offers, financial help or grants awarded by Ministry.

An open and scale solution, which lets to include new functionalities as SMS messages system.

Benefits

The Centre counts with the last Technologies resources, and it has increased the users' information possibilities that actually can choose the Communications channel according to their needs: consulting through agent, by phone, mail even web. Also they can access anytime to see the progress of their consulting, (open, waiting or closed) as well as received a personal notification when it has been resolved. Also the system helps to reduce the answer time due to the systems assigned automatically a specialized agent. The users can program alerts to receive the interesting culture information. In the other hand, the data base integration lets a quick access to the information and the systems will be operative the 24 hours during 365 days.

SECTOR

Public Administration

SOLUTION

- ❖ Implementation of CRM (Microsoft) application for multichannel services and Cisco Technology in order to unify messages; mail, voice and fax.

BENEFITS

- ❖ Reduce of answer time
- ❖ To attend all calls received.
- ❖ Operative Systems 24 hours and 365 days/year.

Tecnomcom



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The Ministry of Culture has committed from the beginning for a technological innovation, getting an improvement in the contact dynamic and also to facilitate the agent working at the same time the citizens receive better services with low costs and answer time, in summary the main advantages are:

- ❖ Time planning and urgent services.
- ❖ To manage and follow up of services, answer times..
- ❖ A tool for analysis information
- ❖ A central repository and unique for citizens information.
- ❖ Consulting register to give and individualized answer.
- ❖ Security