

Smart Cities workshop Amsterdam

# Municipal Company Desk

a target group approach

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# Earlier in Amsterdam ...

## ▶ Aim:

- improving customer services for the entrepreneur

## ▶ Vision:

- Accountmanagers
- 1 location for information/intake/transactions
- Electronic service 24/7
- Question orientated
- Cooperation with external organisations

## ▶ For whom:

- starters, existing company's and potential entrepreneurs

## ▶ Approach:

- Pro-active, systematic and multi channeling



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# Improvement of services

European directive for services



- ▶ Nearly finished!
- ▶ Development of webforms
- ▶ No DigiD for company's as yet...
- ▶ Will stimulate the local entrepreneurs > easy access to electronic services

- ▶ Industrial area Westpoort / extensive communication campaign started



- ▶ publishing leaflet: all subsidiary possibilities are displayed



# Improvement of services

- ▶ Office hours held once a month with relevant organisations (Tax Collector Office/Chamber of Commerce/ Financial experts)
- ▶ Specific office hours for Catering industry/ Prostitution/ Games of Chance.



- ▶ Account managers approach

# Improvement of services

- ▶ Work processes are described, improvements made and put into the (simple) CRM system.



- ▶ Appointment planner in use at the counter, specific help at specified times.

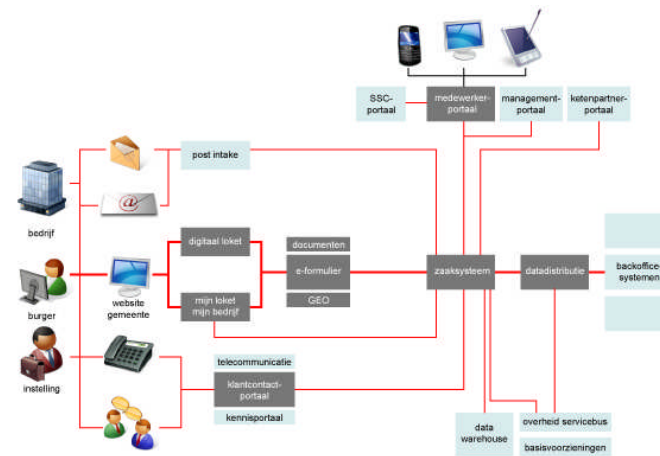
# Results

- ▶ Customers know better how to get the service or products they want
- ▶ Working on appointment > less waiting time for customers and efficiency improvement through better planning



# Results

- ▶ Coöperation with Municipal Social Services / Social Security Institution(welfare) on specific themes (f.i. hiring unemployed / fiscal benefits)



- ▶ More digital products on offer

# Next steps...

- ▶ System of Standards for Businesses
- ▶ Better use of CRM-system
- ▶ Improving question orientated approach, do we really know what the entrepreneurs need?



# Questions?

