

# Smart Cities workshop

## Current status local pilots

### Customer services

20 october 2009

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# Local pilots

1. E-mail: registration and processes
2. 100 FAQ's on website
3. Development of e-services

# E-mail

## Problems:

- No registrationsystem
- Lack of managementinformation
- No knowledgemanagement system: divers answers

## Activities:

1. Investigation CRM-system and e-mail: *finished*
2. Follow-up has started

# E-mail

## **Follow-up:**

- further research and collection of information: *finished*
- cleaning up e-mail addresses
- replacing all e-mail addresses by webforms
- uniform extension: @ groningen.nl
- autoreply
- e-mail protocol (incl. criteria)
- improving workprocesses

# 100 FAQ's

## Goals:

- facilitating search of information by citizens on website
- and employees at counter, on phone, e-mail, chat
- improving internet skills FO employees
- improving content management

*the same and correct answer to FAQ's via different channels*

# 100 FAQ's

## Status:

- content is on the website: low-profile
- testing by citizen group is *finished*
- training for and testing by employees is still running
- improvement of design
- internal communication and extra buttons on website will follow
- content management

Meanwhile: investigation on knowledge management system has started (ready in november).

Step 1: questions and answers

Step 2: CRM (customer contact history/status)

# Inventory e-services

## **Aim:**

ALL products and services that CAN be dealt with via the internet are available on the municipal website in 2014.

## **Activities:**

- Inventory of current products on offer and wishes for expansion: *finished*
- Prioritylist and proposal for execution: departments are responsible
- Basis for mid-office development

## **Wishes:**

- digitalising permitrequests
- expanding the use of appointmentplanner
- one portal
- improving internal communication (maintenance of website)

# Questions

- channel management: the use of e-mail?
- criteria for e-services?
- organizing content management?