

Contact centre application improves efficiency of customer communications at Warsaw City Hall

With the new telephone number "Warsaw 19115" and many other communication channels such as a web portal and a mobile application, it is now possible for Warsaw residents to report a problem, and receive information 24 hours a day, 7 days a week.



Industry:
Government

Region: Poland

Size:
approx. 7,600 employees

www.warszawa19115.pl/en

About Warsaw City Hall – 19115 Warsaw

Warsaw City Hall is a public services government institution. It was established in order to assist the President of Warsaw in performing public service functions, as well as to assist Warsaw residents in solving applicable problems, obtaining official information and solving other residential issues.

UNDERSTAND

Warsaw City Hall wanted to improve the efficiency of Warsaw residents' communications with both the City Hall and related municipal services units.

It also wanted to provide Warsaw residents with the flexibility of requesting an intervention, reporting an issue, or obtaining required information 24 hours a day, 7 days a week, through various communication channels. The aim was also to provide residents with tools that would enable them to monitor the status of a reported request.

As part of the project the City Hall also wanted to implement tools and applicable processes to enable the correct distribution and monitoring of reported requests and status reports.

DELIVER

The presented challenges were addressed and resolved by providing an integrated and complex communications distribution and reporting system.

Overall it was decided that a combination of 700 separate intelligent processes was needed in order to efficiently and effectively serve Warsaw residents.

The solution architecture consists of an Interactive Intelligence Customer Interaction Center (ININ CIC), integrated with the existing Cisco Unified Communications Manager (CUCM), and Oracle Siebel Database. The solution also required an integration with the existing Microsoft Active Directory and Microsoft Exchange from Warsaw City Hall.

The solution also includes a customised Web Portal solution and a tailored mobile application which can be downloaded by residents in order to communicate with the city contact centre, and report an issue whenever and wherever.

IMPROVE

All kinds of problem messages from residents are received in a single, centralised city contact centre, which is connected to the company's CRM and can be reached via five different media channels. Since all inquiries are routed to one place, the processing time is greatly reduced and long-term unprocessed messages are avoided.

In addition to the telephone, chat, email, and web portal contact channels, the residents can also download a smart-phone app, which not only allows them to report problems, but also send additional information such as photos and location data directly to the City Contact Centre. 44% of the citizens are now actively using the portal and mobile app.

The decrease in service time was an additional advantage for Warsaw City Hall. The service time was reduced by one third from 45 days to 15 days.

In parallel the number of reported issues increased. Since the launch the system has processed over 500,000 issues. 75% of these were information requests while 25% reported interventions.

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