

An aerial night photograph of a city, likely Lagos, Nigeria, showing a complex multi-level highway interchange. The roads are illuminated with warm yellow and orange light trails from traffic. The surrounding city is densely packed with buildings, many of which are lit up, creating a vibrant urban landscape. The sky is dark, and the overall scene is a mix of artificial lights and natural night colors.

DAMOVO

Smart city contact centre

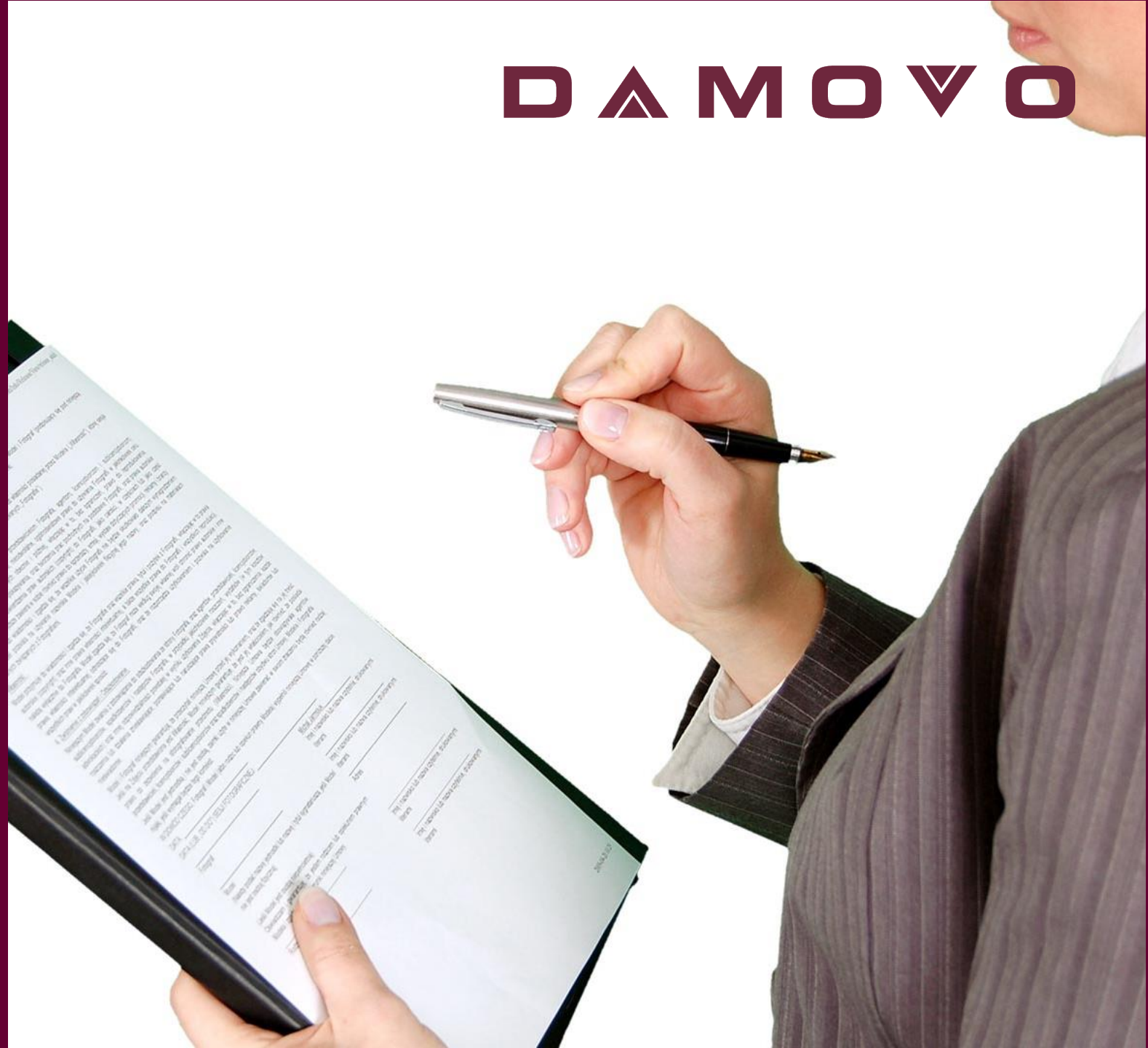


## Change Driver

The municipality of a major European capital wants to improve its image – moving away from the perception that it is slow moving and unresponsive. Currently problem reports, requests for information as well as ideas for the further development of the city are submitted to employees in an unstructured manner. They subsequently spend a lot of time forwarding citizens' requests to the right department.

In addition, there are many inquiries and complaints from citizens that never get addressed – causing much frustration. The decentralized approach also prevents the analysis of requests in terms of volume, and resolution time.

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## Damovo Approach

A City Contact Centre is established. The heart of the solution is a CRM system in which all processes are collected, stored and processed. In addition to a single service number, a new customer portal is set up for the city's citizens.

Access to the portal is made available to citizens via the web or via a specially developed app.

This means that customers only have one contact address, which specifies predefined categories. This will automatically route the requests to the correct departments.

An analysis and reporting tool enables a centralised view of all inputs and outputs.



## Customer Value

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### How the **customer** benefits

Reporting problems and requests for information are now processed and answered much faster.

The hassle of having to make a complaint is eliminated, as the enquiries arrive at the correct destination in the first place and are subsequently answered competently.

Younger citizens in particular have responded positively to the introduction of the app. Unregistered citizens can also more easily submit their ideas and wishes.



### How the **company** benefits

Employee satisfaction has increased because employees no longer get stuck forwarding issues that do not fall within their area of responsibility. This has improved employee productivity by eliminating unnecessary process steps.

Overall, the average query processing time has been reduced by a third.

The centralised approach enables analysis to be carried out to identify areas of improvement / process changes.