

Cabildo de Tenerife

Implementation of Omnichannel using Dynamics 365 Customer Services & Customer Insights

The Client

The Cabildo de Tenerife is the autonomous institution that manages policies, security, and the economy of Tenerife.

It offers services to citizens, including appointments for inquiries, information, and assistance by phone, online, and in person.

The Challenge

- Unify and systematize the processes related to citizen support
- Reactive rather than proactive approach to offering omnichannel services based on a comprehensive view of citizens
- Offer omnichannel services proactively based on the 360° view of citizens.



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The Solution

- Analysis and design of the Dataverse data model integrated with 4 existing citizen databases.
- Installation and customization of D365 Customer Service, Customer Insights, Customer Voice, Omnichannel, Virtual Agents of Copilot Studio and Power Pages modules.
- Configuration of customer segments, email templates, surveys, customer journeys, and reporting within the Dynamics Marketing (Customer Insights Journey) tool.

The Impact

- **Citizen 360° view:** The city council's customer service has transitioned from isolated databases to a unified Dataverse, which provides a comprehensive 360-degree view and enables standardized service.
- **Automated Post-Service Surveys:** The response rate increased from 5% to 20% by replacing mass surveys with targeted automation.
- **Reduced email resolution time:** There was a 70% decrease in the resolution time for information requests by citizens via email from 2 days to 0,6 days, enhancing service efficiency and citizen satisfaction.

Why Atos?

The Cabildo de Tenerife chose Atos based on a competitive evaluation process, in which it scored the highest among all providers.

Factors contributing to Atos's selection included its extensive experience, the proposed project team's expertise, implementation strategy, work procedures, project plan, and competitive pricing for the solution offered.