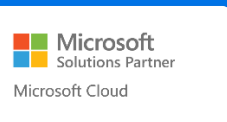
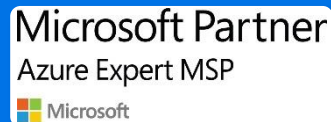


Citizen 360° Solution

**Implementation of Dynamics 365
Customer Service & Customer
Insights for Public Service**



Atos

Citizen 360° Solution

Transform your city's customer service experience by centralizing citizen information

Customer Challenge

- Dispersed citizen database
- Reactive rather than proactive approach to offering omnichannel services based on a comprehensive view of citizens
- The need for an automated and customized response to improve citizen service

Atos Offering

- **Unified Customer Data:** Combines data from various sources to create a holistic view of customers.
- **Personalized Journeys:** Orchestrates personalized experiences across customer service and customer insights journey
- **Copilot for customer service:** Simplify content creation based on historical data for agent support and omnichannel consistency

Outcome

- **Efficient Case Management:** Streamlined inquiries, prompt issue resolution, and enhanced service.
- **Personalized Engagement:** Tailored communications and engaged citizens through targeted outreach.
- **Proactive Services:** The impact of the segmented digital marketing campaigns increases significantly.

Benefits of Citizen 360° Solution

Efficient case management, personalized engagement, and creative content generation for city council and citizen services

Benefits

- **Unified Data View:** Holistic citizen information for better decision-making.
- **Efficient Service:** Streamlined inquiries, faster issue resolution, improved citizen satisfaction.
- **Personalized Outreach:** Targeted marketing, tailored communication, and community engagement.
- **Creative Content:** Copilot-assisted content creation for transparency and citizen communication.
- **Enhanced Analytics:** Data-driven insights for proactive service improvements.
- **Cost Savings:** Optimized processes, reduced manual effort, and resource efficiency.
- **Community Trust:** A transparent, citizen-centric approach fosters trust and collaboration

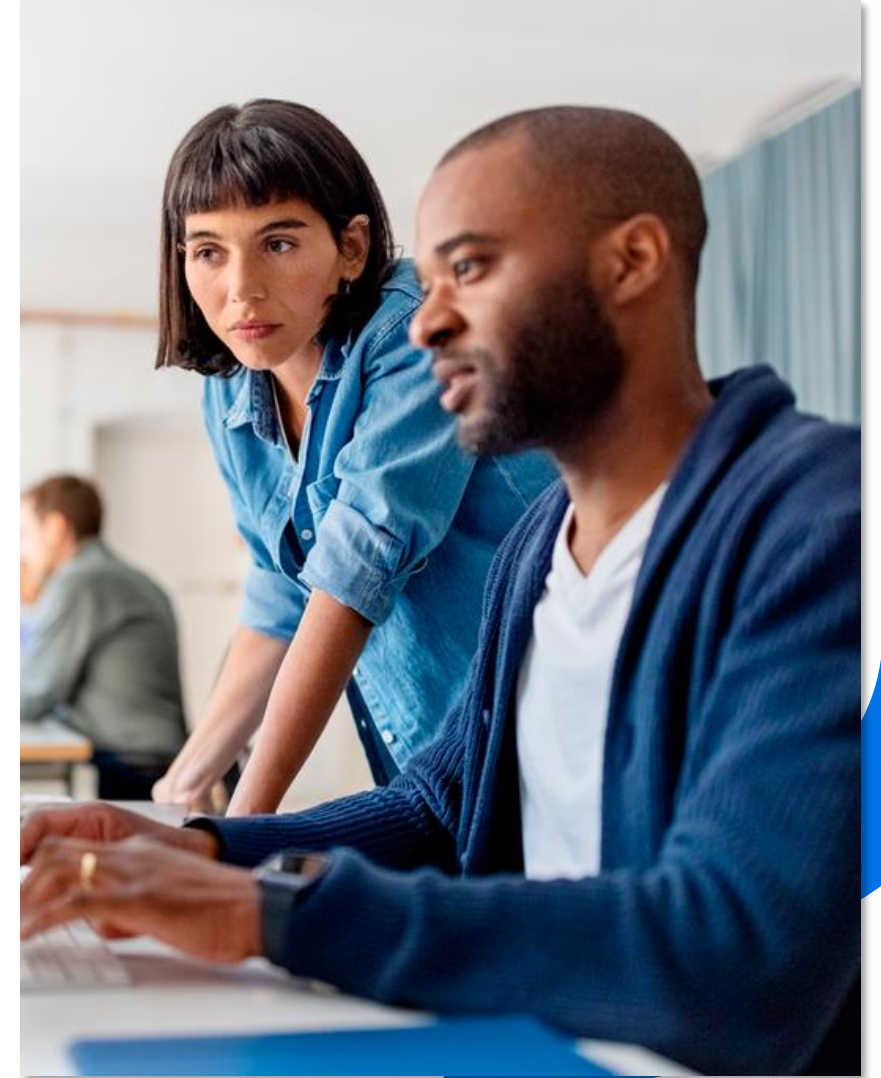


Microsoft Value of Citizen 360° Solution

Implementing Microsoft Dynamics 365 customer Service & customer Insights as the central axis of citizen service streamlines processes centralizes data, and enables proactive, personalized interactions, enhancing citizen engagement and satisfaction.

Microsoft Value

- **Citizen Service Enhancement:** Microsoft Dynamics 365 Customer Services with Copilot optimizes interactions, improving service quality and personalization.
- **Multichannel Engagement:** Establishes efficient communication channels, enhancing accessibility and engagement.
- **Efficiency and Proactivity:** Functions such as automatic emails increase operational efficiency and allow for a service with automated routine tasks.
- **Centralized Data Management:** Dataverse centralizes data, tracking citizen activity.
- **Communication and Collaboration:** Fosters two-way communication and consistent information delivery.
- **Digital Transformation:** Supports digital evolution by streamlining processes and enhancing communication



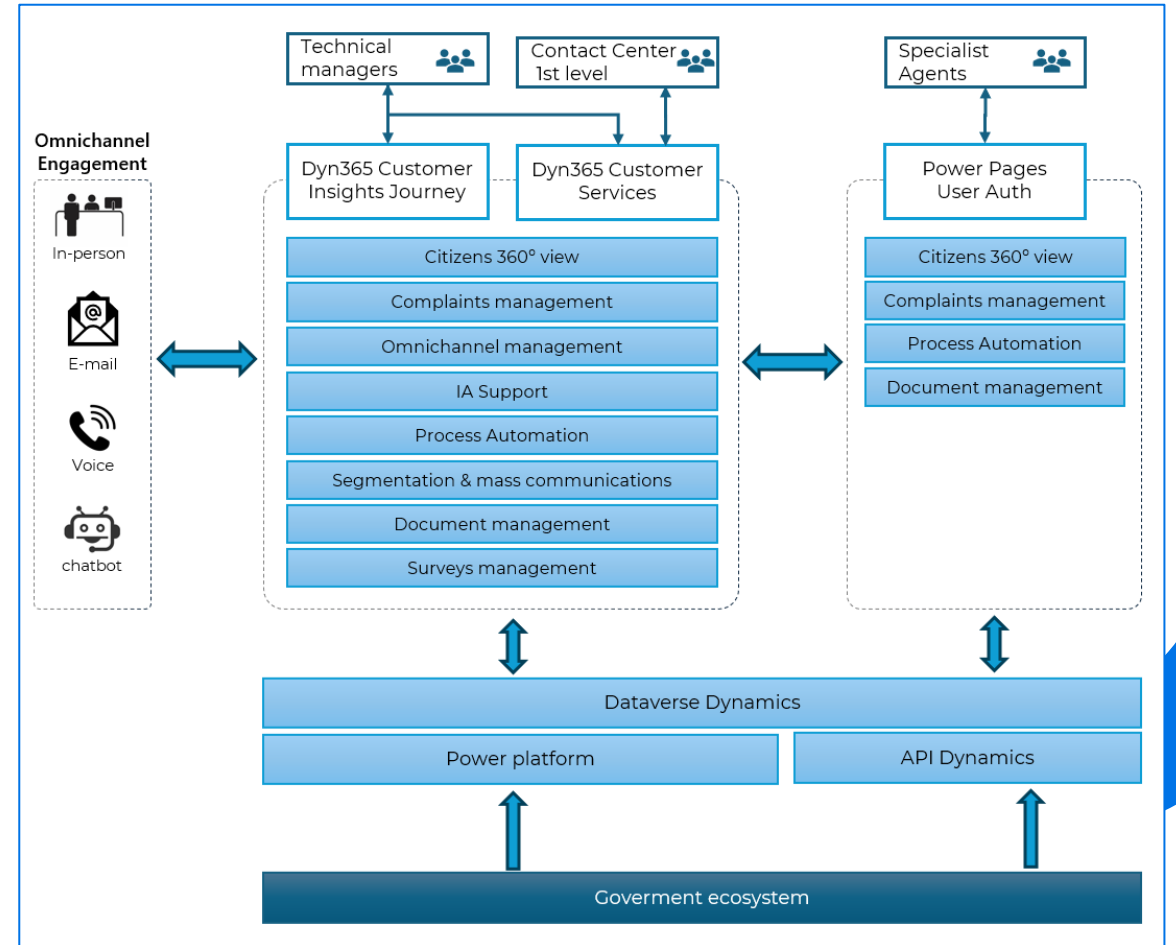
Citizen 360° Solution

How it Works

To achieve success in our implementations, we rely on four fundamental pillars:

- **Clear Initial Citizen Data Model Definition:** It is crucial to have a well-defined project scope, implementation steps, integration with existing legacy systems, and data model in Dataverse.
- **Agile Implementation:** Adopting an agile approach allows us to iterate, adapt, and respond efficiently to changing requirements.
- **Incremental Deployment:** This minimizes risks, allows for course corrections, and ensures smoother transitions.
- **Change management with Continuous Support:** Supporting key users throughout the process is essential. Change management strategies, training, and ongoing assistance facilitate user adoption and long-term

Execution Strategies and Solutions



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.



Cabildo de Tenerife

Implementation of Omnichannel using Dynamics 365 Customer Services & customer Insights



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.

Contact Us



Digitalbusinessplatforms@Atos.net



www.Atos.net



Atos & Microsoft