Government Service Platform
Integrated & Unified Enterprise Platform

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The Principles of E-Government:

1. Build services around citizens choices
2. Make government and its services more accessible
3. Facilitate social inclusion
4. Provide information responsibly
5. Use government resources effectively and efficiently

E-government can offer numerous possibilities for improving how a nation's public sector responds to the basic needs of its citizens. There is however a wide variance as to the process in which governments choose to realize such potential.

Deploying e-Government Strategy will help governments improve productivity and service delivery through seamless interoperability—as well as dramatically help cut costs.

Bill Gates
Introduction to Governmental Three Axe-Relations

Every government organization has three main pillars that governs its services and relations with others.

**Governmental Relationship Axes**

- **G2C**: Governmental Services for Citizens and Residents
- **G2E**: Governmental Services for Government Employees
- **G2G**: Governmental Services Cross Governmental Services
Process Management
Communication & Collaboration

Unified Service Hub combines services
Dashboards for a complete birds-eye view
Post Requests to related systems or other entities

30 mins Deploy a complete e-Service in Citizen Portal and Mobile App in 30 Minutes

30

Drive citizen engagement, and create sustainable economic through social network outreach

Better Satisfaction
Better Control

Government Service Platform 2015
Government Service Platform: 3D

**G2C**
Government to Citizen
- Education: Students, Teachers & Learning Process
- Health: Health and Human Services
- Public Services: Public Administration Services

**G2E**
Government to Employee
- Support: Internal Help Desk
- Manage: Internal Procedure and Services Management
- Internal Services: Administrative Services for Internal Employees

**G2G**
Government to Government
- Cross Services: Services offered by organization to others
- Join Services: Services require multiple organization
- Unified Citizen Platform: A Single Hub for all governmental services
G2C
Government to Citizen
Governmental xRM
Get the tools to provide more responsive service

Help improve services and transparency by organizing, storing, and tracking citizen communications.

Citizens today expect to interact with their government via the web in a self-service manner—and to receive fast responses to their requests.

The Challenge

Automating Services can be very challenging and complex to ensure the proper endorsement of internal policies and procedures.
Governmental xRM
Automate Governmental Services in “Minutes”

Service Procedure

Create Request
Capture Request from different sources, reaching out for Citizen never been easier.

Review and Assign
Review the request, assess and assign it a severity level.

Given the knowledge of the current department load, override the automatically assigned department if necessary.

Given the work item and its severity, assign the work item to the employee best suited to the task at hand.

Manage Service Request
Schedule a date to begin working on the request.

Close Request
When the service request has been completed, officially close the request and summarize any extraordinary events during its completion.

Employees in the field assess the request, detail resource requirements, and estimate time and cost investment.

The field and the monitoring employee monitor and update the status of the work item.

Government xRM

30 MINUTES IMPLEMENTATION
Governmental xRM
Gain Visibility and Control of the entire process

- Easy-to-use business process flow to log, assign, track, and close citizen service requests
- Synchronous workflows automatically assign departments and create records of critical activities
- Business rules ensure data consistency through rule-based field locking
- Role-based approvals enabled by combining stage gating and field-level security
- Dashboards for a complete, birds-eye view of all active citizen service requests and their status
Governmental xRM
Serve Citizens where they are

- Enable governments to deliver efficient, scalable, and security-enhanced real-time services
- Streamline public surveys; Initiate and distribute outreach campaigns and communications instantly
- Improve response management by automatically capture and categorize responses from Internet landing pages

Social Media Awareness

73% of online adults use social media.

- 71% of online adults use Facebook
- 22% of online adults use LinkedIn
- 21% of online adults use Pinterest
- 18% of online adults use Twitter
- 17% of online adults use Instagram

Public Outreach
- Engage citizens with your own branded mobile apps, service portals, social networks & Self-Service kiosks machines
- Enable employees to work from the field with offline capabilities

Social Engagement
- Polls and Surveys

Mobile Devices
- Self Service Kiosks
- Online, Social & Self Initiated

Social Networks
Governmental xRM
Case Management

Create

The case worker captures client information and the client's statement. The case worker must also make their own assessment based on available evidence.

Establish Plan

Define the mitigation plan, identify internal and external resources necessary and schedule at least one follow up with the client.

Notify the case manager to review the plan. Once approved, put the plan into action and move on to the next stage to monitor progress.

Monitor

Capture assessments and gather client sentiment from scheduled follow ups and review resources. If the resources is underperforming, reassign the case to another external resource.

Maintain a report on progress and ensure that the case is on plan.

Close

Once the client has been served, ensure all activities related to the case are completed, gather client satisfaction and deem the case closed.

Report

Send a report to the manager that summarizes the entire case to date.
Governmental xRM
Citizen Mobility

50% of citizen interactions with government will take place via smartphone or tablet by 2015

-Gartner
Governmental xRM
Citizen Mobility

- Select Service
- Select worker
- Schedule Appointment
- Internal Teams
- Report

Citizens

Submit and track requests on any device
One stop shop to engage Government
Provide citizens / vendors a direct channel to city workers
Governmental xRM
Citizen Mobility
Governmental xRM
With a comfortable, familiar user experience

- Move higher volume, less complicated issues to a consolidated call center and the web
- Facilitating data access, analysis and reporting
- Simplify the relationship with citizens, eliminate multiple system access
Governmental xRM
Microsoft Social Listening

- Social listening & analytics stand-alone service
- Search and aggregate posts across Twitter, Facebook, News, Blogs, YouTube
- Modern user experience
- Simple setup
Governmental xRM
Monitor social sentiment

- Global sentiment analysis
  Gain a true understanding of your constituents across the social web.

- Share of voice
  Track influence of you and your policies in 19 languages and track sentiment in 6 languages across Twitter, Facebook, YouTube, Blogs and News sources.

- Critical intelligence
  See how you measure up against the competition. Identify differentiators, strengths and weaknesses.
Governmental xRM
Monitor social sentiment

Delivering friendly service to citizens and supporting the growth of a vibrant community

City of London improves customer satisfaction, with 75% of customers rating the service as excellent

“In addition to allowing citizens to submit requests through just one phone number or online, we needed a system that could manage service activity and citizen requests across 30 departments,”

Commonwealth of Virginia maximized efficiency improving citizen services by reducing application processing from 30 to 7 days.

“We’ve increased our efficiency in citizen care services thanks to Microsoft Dynamics CRM and also increased our transparency with an Open Data solution based in cloud services.”
G2E
Government to Employee
Governmental xRM : eRM
Employee Relationship Management

Internal Services

In-house

Outsourced

Services that is offered by internal department, such as Human Resources, Internal Budgeting and IT Services

Outsourced services which are performed by external entities or external vendors such as support help desk

Built-in approval and performance process ensuring proper procedure

Requests are routed based on type to departments

Automatic request provisioning based on vendor contract

Never skip a deadline

Measure how your vendors are performing

Multi-channels notifications and reminders

Performance KPIs are generated based on response times

Employees can request services from any location using any device or channel

Service Consumers

Government Entity

Other Entities

Built-in Process

Automatic SLA

Multi-Channel
Governmental xRM : eRM
Build Your Internal Unified Service Desk

An End-to-End Automated Service Process that will surly put a smile on your employee’s face and a five stars next to your service rating

- Customizable Standard Process
- Multi Vendor Call Center Integration
- Built-in Knowledge Base
- Automatic Case Routing & Escalation
- Multi Channel Self Service
- ITIL Standards Built-in

RESULTS

Much faster and organized case resolution, enhanced performance and utilization of your resources and of course, Satisfied Customer
Governmental xRM : eRM
Multi-Channel: Offer service anytime, anywhere and from any device

- Enable employee service engagements across:
  - Web
  - Social
  - Chat
  - Email
  - Mobile
  - and Phone.

- Built-in feedback and surveys that provide general sentiment.
G2G
Government to Government
Governmental xRM : gRM
Government Relationship Management

- Account Management
- Accessibility
- Security
- Reporting
- Communication
- Service Management Extension

SERVICE CONTRIBUTORS

internal Service Management

• Account Management
• Accessibility
• Security
• Reporting
• Communication

SERVICE CONSUMERS
Governmental xRM : gRM
Unified Citizen Service Hub

**Service Consumers**
- Individuals
- Organizations

**Unified Citizen Profile**

**Sign-in Once, Use Anywhere Citizen Services Hub:** A single profile management for all your services, with a unified profile management that allows your citizens to access all their related information and request from any channel of their choice.

- Unified Service Access
- Flexible Process Integrations
- Enterprise Level Security
- Cross Provider SLA
Governmental Budgeting Solution
Built-in Consolidate Budget Requests and Follow-up
Governmental Budgeting Solution
Built-in Consolidate Budget Requests and Follow-up

Today

- Account Management
- Accessibility
- Security
- Reporting
- Communication

Tomorrow

- Account Management
- Accessibility
- Security
- Reporting
- Communication

Internal Service Management

SERVICE CONTRIBUTORS

SERVICE CONSUMERS

Gov. Org

CAIT & MOF

MOF & SPCD

CAIT
Thank You

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