

Líneamadrid

Línea Madrid
Madrid, Spain
www.munimadrid.es/lineamadrid

Industry:

Public Sector

Annual Budget:

US\$29.04 million

Employees:

400

Oracle Products & Services:

Siebel Public Sector CRM
Siebel SmartScript
Siebel Campaigns
Siebel CTI
Siebel Customer Content
Siebel Helpdesk

Oracle Partner:

Informática El Corte Inglés
www.ieci.es

“Oracle’s Siebel CRM applications have enabled us to find out in detail and in real time about consultations made via our Citizen Support Services channel, which has improved our ability to respond to demand and optimize available resources.” – Francisco López Carmona, Assistant Director General, Citizen Support Services, Madrid City Council, Línea Madrid

Línea Madrid Gains the Ability to Deliver Personalized and Proactive Citizen Support Services with IT Solution

Línea Madrid is a multichannel citizen support service that the Madrid City Council provides to its population of more than 3 million residents. The support service operates via 22 offices, the Munimadrid.es Web site, and the 010 phone service. In 2008, Línea Madrid provided 5.35 million consultations to citizens requiring information on services provided through its office and phone service channels.

Challenges

- Ensure a consistent standard of quality across all of the support services’ consultation channels
- Optimize efficiency and proactive capabilities by offering increased and more personalized services, with available public resources
- Implement a consolidated IT solution to provide an integrated and consistent overview of support services
- Provide a tool that enables the organization to oversee, control, and access detailed analyses of service quality
- Ensure publicly transparent migration of IT systems supporting the Citizen Support Service

Solution

- Worked with Oracle Partner Informática El Corte Inglés to implement Oracle’s Siebel Public Sector CRM to integrate Línea Madrid’s public interactive telephone and office services to increase efficiency and ensure a high standard of quality
- Standardized public consultation transactions across all service channels that are generated in the system
- Automated assessment and control of service quality and quantity, including response times, number of consultations, and customer satisfaction
- Optimized resources and improved the organization’s ability to respond to user demands by enabling real-time generation of detailed reports of services provided, including type and amount, among other details
- Supported the city’s efforts to provide more proactive public services