INFORMATION DRIVES PERFORMANCE

Improving Citizen Service with Performance-Driven Government

Siebel Public Sector Solutions
Shift to Performance-Driven Government

Governments today must strive for both cost reduction and increased revenue generation. Oracle’s Siebel Public Sector solutions allow agencies to deliver world-class service at the lowest total cost of ownership.

Customer relationship management (CRM) technology has become increasingly relevant in the public sector as citizens have become accustomed to high levels of service and convenience. Government agencies share a common set of imperatives that are the driving force in this evolution. Performance-driven government represents a shift toward processes that address citizen needs efficiently and effectively, delivering the highest return on government and taxpayer investments.

Government agencies process millions of cases annually, the majority of which are managed with cumbersome tools and inefficient, paper-based processes. The result is a costly, time-consuming, and often frustrating process for both citizens and agency employees. Worldwide, many governments face a looming resource challenge and the daunting prospect of delivering more services to an increasingly demanding public—but with fewer resources than in the past.

Governments must strive for both cost reduction, by eliminating ineffective programs, and increased revenue generation, by increasing efficiency and creativity in collecting and generating fees and taxes.

Siebel Public Sector solutions from Oracle facilitate performance-driven government, allowing agencies to deliver world-class service—responsive, comprehensive, and satisfying to citizens, businesses, partners, and legislators—at the lowest total cost of ownership.
Siebel Solution Sets for the Public Sector

Citizen Response
- Provides a single point of access to all non-emergency government services
- Improves the efficiency and quality of service delivery

Benefits Case Management for Human Services
- Enables single application filing, assessment, and determination
- Increases efficiency in managing claims, payments, and appeals electronically

Single View of the Taxpayer
- Consolidates the view of taxpayers, cases, and account balances across tax types through seamless, back-office integration
- Improves the timeliness and accuracy of collections and reduces erroneous refunds

Performance-Driven Governments Drive Constituent Satisfaction

Siebel Public Sector, developed in close collaboration with many of the world’s leading government agencies and systems integrators, incorporates industry best practices for addressing the market and legislative forces that are driving change. The solution focuses on six distinct areas of public interaction (described below).

Citizen Response
Government agencies often appear confusing and bureaucratic to the citizens they serve, and it is not always apparent who can answer questions and resolve problems. Once the correct agency is contacted, the level of responsiveness may not match what customers have come to expect from commercial service providers. Siebel Public Sector equips customer service representatives in government call centers with timely, accurate information to respond to citizen and business inquiries. Work orders are opened quickly and routed efficiently to appropriate departments, and Siebel Public Sector Analytics provides insight into the efficiency and effectiveness of government operations.

Benefits Case Management for Human Services
With a growing number of people seeking assistance from social services agencies, paper-based processes and legacy systems have trouble keeping up with the burgeoning caseload. Siebel Public Sector provides social services agencies with an integrated case management application for managing cases throughout their lifecycle. By consolidating and reducing the lifecycle of a case and by enabling a workflow-driven case flow, Siebel Public Sector enables optimal service and rapid case resolution. Increased employee productivity and more-consistent and accurate case outcomes reduce paperwork time, lower the case appeal rate, and reduce case fraud.

Single View of the Taxpayer
Tax agencies interact with many related corporations and individuals—parent companies, subsidiaries, spin-offs—with little visibility into related taxpayer interactions. One business may receive a tax refund at the same time its subsidiary owes a substantial tax payment. At a time when tax receipts are critical, Siebel Public Sector helps tax agencies better integrate disparate taxpayer systems in order to provide a consolidated, single view of taxpayers; their past history; and all outstanding balances. In this way, taxpayer case management and audits become more accurate and streamlined.
Better Revenue Management

Government agencies responsible for generating revenues from sources other than tax receipts must focus on effectively driving revenues in the face of competition from private entities. Siebel Public Sector assists agencies in growing and maintaining their customer base through effective, targeted outreach campaigns; streamlined licensing processes; and superior customer service—all supported by the same suite of software applications. Government agencies can improve revenue generation while reducing customer service expenses, resulting in an excellent return on investment.

Immigration Services

Immigration and citizenship agencies face increasing flows of people and goods across borders, along with increases in citizenship applications. With Siebel Public Sector, these agencies can not only maintain better records of visitors and their stays, but also share visitor information securely with collaborating agencies. Citizenship agencies can better manage application, testing, and hearing procedures while improving their global case management capabilities. Siebel Public Sector helps countries provide better service to law-abiding visitors while keeping borders safe from those who would do harm.

Defense Personnel and Logistics Management

Defense organizations need to continually improve their operational readiness. This is achieved by maximizing the effectiveness of military personnel and increasing weapons system availability. With Siebel Public Sector, military organizations can more effectively recruit qualified individuals and increase the retention levels of the best soldiers, sailors, airmen, marines, and civilian personnel. In addition, Siebel Public Sector enables improved and streamlined support services for personnel and their families. Finally, through optimized and integrated logistics capabilities, the war fighter will have increased weapons system availability and combat readiness.

Siebel Solution Sets for the Public Sector (continued)

Better Manage Revenues

- Increases efficiency through integrated best practices and real-time business intelligence
- Lowers costs by streamlining service processes

Immigration Services

- Streamlines processing, scheduling, and management of citizenship processes
- Allows effective collaboration across multiple agencies to resolve complex entry/exit and investigative cases

Defense Personnel and Logistics Management

- Enables defense organizations to improve operational execution and asset management
- Provides better services and support to military personnel
Improve Your Citizen Response

Siebel Public Sector facilitates improved service to citizens, increased operational efficiency across agencies focused on work-related objectives, and detailed accountability for delivery of government services. Key benefits of Siebel’s Citizen Response solution include:

- Fast and convenient access to services and information, so that city governments can respond to citizens based on the citizen’s needs and preferences—regardless of time of day, method of communication, or urgency of the request. From basic information requests to multistage case management, cities are empowered to provide true world-class citizen service.

- Collaborative capabilities to help city agencies synchronize the resolution of citizen inquiries and work items while reducing duplication of effort, which improves both the efficiency and quality of service delivery.

- A holistic view of agency performance and service delivery, so that agencies can make well-informed decisions about service delivery.

- Ability to hold agencies accountable for poor service, while identifying high-performing agencies that deserve recognition and emulation.

Increased Efficiency

Siebel Public Sector enables governments to respond easily and effectively to the vast breadth of inquiries encountered on a daily basis—in real time and across multiple channels of communication.
Citizen Response Case Studies

Improving Citizen Response in New York City

In January 2002, Mayor Michael Bloomberg announced plans for the creation of a 311 Citizen Response Center to simplify government interactions for the 8 million New York City residents who were then faced with more than 40 different call centers, 14 pages of phone numbers, and a host of help lines in order to obtain service from city agencies. As a result of the confusion over where to find information, citizen access to city services was inconsistent and service delivery was inefficient. To address this issue, the new 311 Citizen Response System provides a single number for residents, businesses, and visitors to initiate all interactions with the city. All of the city’s police precincts are networked to the 311 system, and calls, complaints, and service requests are routed to the appropriate police precinct, allowing police to decide on an effective response more quickly than before. NYC 311 handles more than 40,000 calls daily, making it the largest 311 system in the United States. Ultimately, the 311 Citizen Response Center provides city officials with a holistic view of citywide operations, empowering them to allocate resources more quickly and efficiently to address citizen needs.

Hong Kong Efficiency Unit (1823 Citizens Easy Link)

The Efficiency Unit of the Hong Kong Special Administrative Region Government is helping government transform the delivery of public services to ensure efficiency and effectiveness. The unit has standardized integrated call center operations for more than 12 government agencies on Siebel Public Sector applications, effectively managing more than 1 million phone calls, e-mails, and letters per year. The government creates a case incident for every citizen inquiry, providing a 24-hour, one-stop service that handles inquiries and complaints on environmental hazards and cleanliness matters as well as answers customer inquiries for government promotional projects and campaigns. By calling this single number, citizens will have quick, efficient access to the information they need.

Increased Citizen Confidence

Siebel Public Sector increases citizen confidence in government and eliminates perceptions of inconvenient and bureaucratic government.
Streamline Benefits Case Management for Human Services

Rising citizen expectations and shrinking budgets are the primary drivers behind current efficiency and modernization efforts at social services agencies. However, coordinating service delivery for citizens with complex issues is often hampered by ineffective teamwork; poor information sharing across programs; and inefficient, paper-based processes. Developing new systems and processes to deliver high-quality human services is further constrained by rising caseloads and increasing case complexity.

Siebel Public Sector addresses these challenges by providing solutions for benefits case management, service delivery, tax collection, partner management, information sharing, employee training, and performance reporting. Key capabilities of Siebel’s Benefits Case Management for Human Services solution include

- Enabling citizen self-service for information, eligibility assessment, and single application filing for multiple programs
- Expanding benefits services access to multiple channels of communication
- Managing and optimally assigning large volumes of cases to employees with the right skills and availability
- Integrating data from multiple channels and back-office applications, giving case workers a complete, easy-to-access view into the case
- Improving collaboration and workflow-driven processes among case teams, agencies, and partner organizations
- Providing analytical tools and operational metrics for case and service performance reporting
- Improving the training and support case workers need to drive more consistent, accurate case outcomes

Single-System Case Management

Agencies can manage complex case information and coordinate the delivery of necessary services, all from a single, unified system. Siebel Public Sector allows agencies to create a foundation for complex case, service, and agency management within a single system.
“If a child is referred to Social Services, we can use Siebel applications to quickly compile a complete profile...instantly sent to the relevant social worker for follow-up. Workflow ensures that the correct procedures occur quickly and in the right order.”

Eileen Wainwright, Director for Strategy and Development, Leeds City Council

Benefits Case Management for Human Services Case Studies

Leeds City Council

Leeds City Council is the government leadership for the city of Leeds, the financial capital of Northern England with more than 750,000 citizens. Leeds City Council initially deployed Siebel Public Sector among 40 call center agents and 100 One-Stop Center customer service staff, to track citizen service requests and provide resolutions quickly and accurately—saving more than US$500,000 in annual customer service costs and deploying on budget in five months’ time.

Recently, Leeds City Council expanded its use of Siebel Public Sector applications to 2,500 social service caseworkers in order to deliver consistent, rapid, and effective case management. “If a child is referred to Social Services, we can use Siebel applications to quickly compile a complete profile of the child and the circumstances,” says Eileen Wainwright, director for strategy and development. “These details are instantly sent to the relevant social worker for follow-up. Workflow ensures that the correct procedures occur quickly and in the right order.” This helps Leeds to identify cases in hours as opposed to days—without the need for prolonged telephone calls and unnecessary paperwork.

Centers for Medicare and Medicaid Services

The Centers for Medicare and Medicaid Services (CMS) is the largest health insurance provider in the United States, offering coverage to more than 75 million Medicare and Medicaid beneficiaries for products and services delivered by more than 2 million healthcare providers. Through its call center network, CMS handled more than 42 million inquiries annually through a patchwork of 69 standalone centers managed by 34 different contractors. Call centers varied in hours of operation, information specialization, and workforce management processes, resulting in varied levels of customer service. To address these issues, CMS upgraded its contact centers to run on Siebel Public Sector applications. The solution provides a unified view of data stored in more than 20 legacy systems, enabling CMS to provide seamless, comprehensive service via a single “virtual” call center. Live since October 2002, the system has produced numerous benefits, including lower training times, elimination of “after-call” work, and a rise in productivity.
Better Manage Funds with a Single View of the Taxpayer

Throughout all levels of government, tax agencies are responsible for collecting government revenues from the public in a timely, efficient manner. Many governments worldwide are faced with looming deficits and predicted future budget shortfalls. As such, they are under intense pressure to produce more programs with fewer resources—to increase the timely collection of revenues and to provide a higher level of service while simultaneously decreasing costs or overhead. Many governments face this challenge while using paper-based processes and disparate legacy applications.

Siebel Public Sector creates a single view of the taxpayer for tax authorities, thereby enabling more-efficient and effective case management. Regardless of the channel utilized or the location of taxpayer data in legacy systems, Siebel’s Single View of the Taxpayer solution enables best practices in tax management through the following key features:

- Desktop management of all case information, aggregating data from multiple applications and systems to provide case workers with a comprehensive view of cases and taxpayers.
- Automated correspondence management to enable more-effective customer service.
- Real-time analytics that provide managers with a real-time view into key performance and operational indicators that can drive improved case and audit decision-making.
- Provision of more-accurate information to front-office workers about revenues, payments, and customer liabilities through effective integration with back-office operations such as accounting and billing systems.

The net result is a single view of the taxpayer—with a history of all previous taxpayer interactions, including past filings, correspondence, and payments—enabling agencies to better manage refunds and collections.
Single View of the Taxpayer Case Studies

Commonwealth of Virginia, Department of Taxation

Each year, hundreds of thousands of calls, e-mails, and letters are received and processed by the 67 full-time and 39 part-time customer service representatives (CSRs) in the Virginia Department of Taxation (VA Tax). Traditionally, VA Tax relied on multiple legacy and paper-based systems to maintain taxpayer information; as a result, CSRs frequently lacked the necessary information to quickly resolve taxpayer inquiries. Using Siebel Public Sector, agents now see the taxpayer’s name, contact information, and record of past phone and e-mail interactions prior to answering the phone call. Agents also have a complete record of all previous correspondence, including bills issued by the department and payments made by the taxpayer. This enables the CSR to provide a seamless response to the taxpayer, improving efficiency and better enabling the department to make more-accurate case decisions.

A Citizen Crystal Ball

Using Siebel Public Sector, Virginia Department of Taxation agents now see the taxpayer’s name, contact information, and record of past phone and e-mail interactions prior to answering the phone call. Agents also have a complete record of all previous correspondence, including bills issued by the department and payments made by the taxpayer.
Rapid Revenue Closure

Equipped with a single view of the customer, revenue professionals can use the embedded revenue management best practices within Siebel Public Sector to manage opportunities more effectively.

Better Manage Revenues

In today’s environment, government agencies responsible for generating revenues from sources other than tax receipts must focus on effectively driving revenues, while often competing with private entities with large marketing budgets. These agencies are often forced to emulate the private sector, focusing on maintaining or growing top-line revenues while delivering a superior customer experience with reduced costs and cycle times.

With Siebel Public Sector applications, government agencies—including postal services, licensing agencies, and economic development councils—can grow and better serve their customer bases through effective, targeted outreach campaigns and streamlined and superior customer service processes, all supported by a single suite of software applications and business processes.

Siebel Public Sector equips revenue professionals with a single view of the customer, a view that includes purchase history, customer service history, open service requests, and customer satisfaction information. Using embedded revenue management best practices, sales and service professionals can more effectively manage opportunities by identifying specific actions that facilitate rapid revenue closure. With real-time, mobile, and predictive business intelligence, both management and revenue professionals have a real-time view into their business, customer accounts, and specific revenue opportunities.

Through the use of Siebel Public Sector applications, government agencies can significantly increase revenue generation, better compete with the private sector, and improve customer satisfaction while reducing customer service expenses.
Revenue Management Case Studies

La Poste
La Poste, the French national mail carrier, is the second-largest organization in France. Due to increasing private sector competition, La Poste faced the challenge of reducing service costs and continuing to provide universal service, while maintaining excellent relationships with the accounts representing the bulk of its revenues. In response, La Poste turned to Siebel Public Sector applications to provide a holistic view of customer accounts and to ensure consistency in sales methodologies. Siebel Public Sector applications are used by more than 1,500 field sales personnel to improve selling practices and customer service to the largest corporate customers. Siebel Public Sector Analytics provides salespeople and managers with real-time visibility into the sales pipeline, helping management transform raw data drawn from numerous sources into timely, relevant insight. The results are a more effective and competitive sales force better able to compete with private sector parcel services; improved levels of customer service; and a management team armed with the most current, relevant business data.

Civil Aviation Safety Authority of Australia
The Civil Aviation Safety Authority (CASA) is the independent statutory authority overseeing safety regulation of civil air operations in Australia and the operation of Australian aircraft overseas. CASA is deploying Siebel Public Sector to consolidate aviation records and to streamline licensing processes for increased organizational efficiency. Siebel Public Sector will manage the registries of 100,000 aviation personnel and 10,000 aircraft, as well as 1,000 certificates for air operators and aircraft maintenance organizations. Deploying at CASA headquarters in Canberra and 13 offices throughout Australia, Siebel Public Sector applications will replace CASA’s previous aircraft licensing registration and publication system and will integrate with existing CASA applications. The new applications’ automated workflow will enable CASA to manage the detail of every aviation record, enabling CASA professionals to closely monitor every aviation organization, all personnel, and all aircraft licensed to operate in Australia.
Comprehensive, High-Volume Immigration Services

Siebel Public Sector improves the security and efficiency of immigration services by effectively managing the entire immigration service cycle.

Improve the Efficiency of Immigration Services

Immigration agencies are faced with the daunting challenge of processing large volumes of travelers across borders and transportation hubs; identifying and detaining suspicious travelers and cargo; and providing exceptional service to legal immigrants, visitors, and citizens, as well as rapidly processing lawful cargo. Siebel Public Sector applications provide a robust contact management application so that immigration agencies can manage the entire immigration service cycle from application to benefits delivery, in addition to tracking visitors during their stays. Furthermore, Siebel Public Sector provides a complete case management system, enabling immigration agencies to better share case information among different offices and with immigration personnel located in remote embassies and consulates. The solution significantly increases the ability of immigration agencies to prevent and detect passport and visa fraud, as well as log the arrivals and departures of foreign visitors.

Key components of Siebel’s Immigration Services solution include:

- Tracking visitor entry and exit and cross-agency data sharing
- Streamlined processing and verification of visitors
- Online visa application processing
- Complex multistage, multiorganizational case management for visa and naturalization applications
- Self-service for application filing, online registration, and status checking
- Notification of visitors who have stayed past dates permitted
- Automated alerts to citizens, field personnel, supervisors, and law enforcement agencies
- Integration with biometric technologies, enabling immigration agencies with an easy way to identify visitors and citizens and easily record entry and exit activity

As a result, Siebel Public Sector allows immigration agencies to further ensure that international travel is efficient, customer-friendly, and secure.
Immigration Services Case Study

Citizenship and Immigration Canada

Citizenship and Immigration Canada (CIC) was established in 1994 to link immigration services with citizenship registration. CIC is responsible for admitting immigrants, foreign students, visitors, and temporary workers, as well as providing a safe haven for refugees. CIC manages access to Canada to protect the security and health of Canadians and the integrity of Canadian laws.

Every year, CIC screens hundreds of thousands of applications for travel, immigration, and asylum. CIC is Canada’s gatekeeper, ensuring that the right people are admitted while preventing the entry of those who do not qualify for admission. CIC currently aims to replace several of its current legacy systems with a new, integrated solution. This new set of applications and infrastructure components will support CIC’s requirements for client case management and operations and will replace outdated, nonintegrated legacy systems. This project, the Global Case Management System (GCMS), is an integral component of CIC’s vision for the future.

Siebel Public Sector applications will help CIC to implement a complete immigration services solution comprised of global case management for 5,000 users, combined with analytics and intelligence tools for 2,500 users. The new GCMS system will dramatically increase immigration efficiency and effectiveness while also providing complete visibility into the entry and exit of all Canadian visitors and the status of immigration and asylum applicants. The Canada Border Services Agency will also utilize the new system for interdiction and enforcement functions previously performed by CIC.
Achieve Defense Personnel and Logistics Management Goals

Siebel Public Sector applications ensure that defense organizations are able to recruit, retain, and promote the best possible candidates. By tracking the skills and qualifications of personnel and by enabling detailed insight into performance and career path progression, Siebel Public Sector applications also increase employee satisfaction.

Siebel Public Sector also provides a comprehensive solution for providing high-quality service to both military and civilian personnel. The solution's unified help desk maintains a complete, 360-degree view of personnel, enabling consistent and accurate responses to inquiries regardless of the channel (e-mail, phone, fax, or Web). Siebel Public Sector applications can also automate routine processes—such as in-and-out processing, orders management, or approvals for leave—that are driven by intelligent workflows.

Siebel Public Sector applications also offer integrated logistics capabilities through a complete asset management and maintenance solution. Regardless of location or method of access, soldiers can generate logistics requests, enabling support echelons to quickly and efficiently respond. Requests from the field via any channel—such as wireless device, e-mail, Web, or phone—are then intelligently routed to ensure the right maintenance or engineering resource addresses the request, optimizing scheduling around service-level agreements, skills, inventory, and availability. The solution also maintains complete asset visibility throughout the lifecycle of the weapon system or part.

Siebel CRM: Unparallelled Choice in Deployment Options

Siebel Customer Relationship Management (CRM) solutions are designed with all kinds of organizations, users, business process requirements, and budgets in mind. Siebel CRM solutions can be installed on-premise, delivered as a hosted service over the internet through Oracle CRM On Demand (in either a private or shared tenancy configuration), or deployed as a hybrid solution that combines on-premise and hosted services. Siebel CRM solutions integrate easily and cost-effectively with any set of front- or back-office applications and are supported by world-class services that reflect Oracle's commitment to the customer-driven enterprise.
Unleash the potential of every person in your organization to deliver better customer service and add value to the bottom line. Siebel CRM empowers companies to

- Deliver seamless and superior customer experiences by extending CRM capabilities throughout their organizations and partner ecosystems
- Deploy to any type of user, including executive management, sales representatives, customer service agents, marketing managers, and channel partners
- Provide the right analytical insight to the right employee or partner, at the right time, leading to faster, better-informed decisions
- Lower total technology costs by using tools for business process automation and standards-based data integration

Siebel Public Sector Business Intelligence and Data Integration Solutions

Siebel Public Sector Analytics makes actionable, up-to-the-moment business intelligence available to employees at all levels, while Siebel Public Sector Integration Applications help ensure that key data is available to other critical applications.

Business Intelligence

Today’s public sector organizations struggle to transform data into timely, relevant insight. They face an explosion in both the volume and complexity of data, which is often fragmented and dispersed across information silos. Organizations must quickly deploy scalable solutions that eliminate information latency while providing highly intuitive analytics capabilities for all users. At the same time, organizations increasingly can no longer afford the time, money, and risk to build custom applications.
Siebel Public Sector Analytics provides a highly scalable, comprehensive analytics solution at the lowest total cost of ownership. Available across all Siebel Public Sector applications and as a standalone enterprise business intelligence platform, Siebel Public Sector Analytics embeds analytic best practices for case management, citizen service, work and partner management, and employee effectiveness and performance. Drawing data from historical and real-time sources, the solution empowers managers and personnel throughout an agency and its ecosystem with relevant, actionable, up-to-the-minute business and citizen insight.

Integration Applications

Siebel Public Sector Integration Applications deliver prebuilt, public-sector-specific integration processes, common objects, and transformations that run on industry-leading integration servers. As a result, Siebel Public Sector Integration Applications eliminate custom integration development and the high costs associated with traditional integration approaches.

Siebel Public Sector Integration Applications include processes for citizen, account, service request, and case data integration, among others. Agencies can rapidly apply these integration application processes to connect Siebel applications with legacy and back-office systems, enabling them to better respond to business opportunities and threats.

Transforming Government Agencies

Increased citizen expectations for performance, combined with legislative mandates, are currently driving the technological transformation of government agencies and nonprofit organizations. With Siebel Public Sector solutions from Oracle, agencies can significantly enhance the business processes directly related to their mission, driving key performance improvements in multichannel constituent service, operational efficiency and cost reduction, and employee motivation and effectiveness.

CONTACT US

For more information on Siebel Public Sector solutions, call +1.800.ORACLE1 to speak with an Oracle representative or visit oracle.com/industries/government.