

Interact with Citizens and Businesses More Effectively by Improving Communications and Collaboration



Citizen and business expectations for customer service are changing as they become more accustomed to improved services from private companies. However, when contacting government organizations for non-emergency services, constituents often find the process challenging and lacking in user-friendly capabilities:

- Up to 75% of citizens and businesses contact governments using the telephone
 - No single point of contact; must try various phone numbers to find correct agency
 - Complicated processes make it difficult to report issues and access information
 - Inefficient legacy systems and processes prevent rapid government response
- Limited ability to transact with government using the web
 - Often can only get information, but cannot actually request or book services
- Limited internal collaboration between government workers
 - Limited access to the right people and the correct information can slow down the process
 - Inter-agency issues often require separate input from more than one department or agency, which can prolong the process and make it more difficult for the citizen or business

To increase satisfaction, government agencies need to operate more efficiently and effectively—migrating to an integrated communications

network which improves internal processes and allows anyone to request services 24/7 via multiple channels—voice, the Web and community facilities, (eg: kiosks). To accomplish this, officials must first examine existing internal processes to identify and address inefficiencies. With an efficient internal system in place, officials can:

- Move forward to focus on citizen and business empowerment
- Enable government workers to serve constituents more effectively
- Deliver self-service capabilities and promote visibility

Streamline Systems and Services with the Cisco® Citizen and Business Interaction Network

The Cisco Citizen and Business Interaction Network (CBIN) is a solution framework that transforms the way governments interact with citizens and businesses. By providing a framework for more efficient communications and processes, CBIN can help governments of all sizes overcome business challenges and increase constituent satisfaction.

To Effectively Deploy CBIN:

- Start by streamlining internal systems and processes—both non-technical and technical
- Upgrade to a secure, flexible IP-based network that enables information sharing and collaboration

- Add unified communications over the network to help constituents reach the most appropriate government experts
- Work with Cisco CRM partners to:
 - integrate backend CRM systems, applications and data over a secure IP network
 - reduced paper-based systems and redundant facilities
 - empower employees through access to converged, reliable information offering the ability to conduct cross-application business processes
 - integrate these systems with the voice or web systems to allow citizens increased self service and to get to the most appropriate person, the first time, every time

Unified Communications connects employees internally, allowing agents to determine the real-time availability and communication capabilities of other departments. For example, after a constituent reports an issue, government workers can collaborate via instant messaging or conference call over the IP network, to facilitate resolution. Unified Communications also allows for the following benefits:

- By deploying an advanced IP telephony system with interactive voice response (IVR)
 - Callers interact with a database that gathers information to directly route them to the desired agent, or information, or open a request without talking to an agent

- Callers get the most accurate choices for their requests, and these choices can be updated instantly within the system
- By delivering secure web portals that offer a single point of access to online government services
 - Constituents can request services using web capture forms, locate information on their own, potentially connect with agents and track the status of their issues
 - Speeds response times and improves constituent satisfaction

Generate Dramatic Results at Your Own Pace

Cisco CBIN framework can be implemented at the pace that best suits an agency's unique circumstances. Governments must start with a secure, flexible network, which is the system's foundation. By starting with the right network, agencies can leverage existing technologies and enhance the system one element at a time. For example:

- Improve internal processes by leveraging resources, processes and customer management applications over the network, to improve efficiency and to provide access to all the people who need the information—not just the person who has the written request
- Improve voice communications within government to improve communication between people and groups, enabling government to be more responsive
- Develop a website and request capture forms that sends the constituent request to multiple departments, allowing citizens better access when they want it
- Consolidate inbound call handling, efficiently scale resources and provide easier access to citizen via the phone

CBIN can increase efficiencies, reduce costs and improve productivity for any government agency—while greatly improving customer satisfaction:

- Constituents will be able to make requests over the phone, without consuming an operator's time, or use self-service via an integrated website
- Government employees will be able to instantly connect to constituents and co-workers, and collaborate to quickly address, track and resolve issues

The Cisco Citizen and Business Interaction Network

CBIN ensures that citizens and businesses can obtain services when and where they want. Here are just a few of the additional benefits that can be leveraged:

- **Cisco's Unified Communications solutions:** to integrate all communications and collaboration systems and devices into a single system for more efficient and effective communications
- **Access for the hearing impaired/Government interpretative services:** to provide the same level of service for all citizens and businesses, regardless of their language or disability
- **Functional Directory, IM and Presence:** to foster collaboration. After agents receive a constituent request, they are able to determine the availability of expert staff and collaborate via web-based conferencing; chat; ad hoc conferencing, or other collaborative capabilities
- **Call and data recording:** to record calls with constituents and internally communicate the call to other experts qualified to fulfill the request. This solution also enables governments to send notification to all employees, citizens and businesses affected by the issue

Why Cisco for Citizen and Business Interaction?

- Cisco (Nasdaq: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate
- The Cisco Service Oriented Network Architecture (SONA) designs advanced network capabilities into your infrastructure. As the backbone for IT communications, the architecture helps to enable virtualized network services across the enterprise, enabling employees to be more productive and provide a higher level of customer service
- Cisco Unified Communications integrates all forms of communications and collaboration systems and devices into a single, unified system that delivers more efficient and effective communications
- Cisco CBIN provides a fully integrated government communications network that enables citizens and businesses to obtain non-emergency services using multiple channels. The network helps governments improve workforce productivity; reduce the cost

of operating branch offices, by simplifying management and decreasing equipment; improve communication with constituents; increase internal collaboration, and meet regulatory compliance requirements.

Financing Opportunities

Cisco Capital provides competitive financing rates, flexible payment schedules and equipment migrations. Various options and capabilities allow government officials to reduce costs, maximize ROI and manage equipment lifecycles. Cisco Capital helps officials to achieve current financial and business goals as well as long-term technological goals with integrated network solutions that transform government operations.

Ask your Cisco account manager, channel partner or Cisco Capital representative how to get started. For more information, visit:

www.cisco.com/go/ciscocapital.



Learn More

For additional information about the Cisco Citizen and Business Interaction Network, the solution that helps constituents more effectively obtain government services, contact your Cisco representative or visit:

www.cisco.com/go/government