



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

Today's citizens and businesses are getting used to receiving a higher level of customer service from private companies than they are from government agencies. When constituents contact government organizations, they often find it difficult to effectively request a service, report issues and access information due to complicated processes and siloed departments.

Currently, up to 75% of constituents choose to contact governments using the phone. Many times, these citizens must first determine the correct number to call to find the correct department or agency from of a confusingly large number of options. Then, they often encounter call transfers, busy signals, voicemail options or government employees who are only qualified to address one part of complex issues.

Internally, government legacy systems and processes curb employee ability to promptly address and resolve constituent issues, as workers cannot effectively communicate, collaborate with one another or easily access information from different groups or departments.



Streamline Systems and Services to Become More Efficient while Improving the Citizen Experience

The Cisco Citizen and Business Interaction Network (CBIN) is a solution framework that enables citizens and businesses to access non-emergency services 24/7, using a variety of contact channels such as telephone, web, instant messaging, email, and more. CBIN takes a citizen-centric approach to interactions between government to constituent, providing convenient citizen access from home, the office, on the road, or from community facilities such as kiosks.

To maximize productivity and efficiency gains from a CBIN framework, government officials must first understand inefficiencies caused by existing systems and processes, both technical and non-technical. Updating and streamlining case/customer management and tracking—including everything from a missed garbage pick-up, broken water main, business and recreation permits to stray animal reports—can eliminate time consuming processes such as paper-based systems, stand alone and non-integrated applications that cannot be shared, and redundant equipment and facilities. Cisco has partnered with numerous customer resource management (CRM) vendors and successfully deployed these solutions with governments of all sizes to improve the citizen experience while increasing efficiency. By starting with a Cisco foundation government agencies can seamlessly integrate their CRM systems, applications and data on top of a secure, flexible, and resilient IP network. This will empower government employees by improving their ability to manage and share information and collaboration across the government—to efficiently serve constituents.

With this flexible IP-based network environment in place, governments are ready to implement IP telephony (IPT) solutions, and computer telephony integration (CTI) solutions, which allow interaction on a telephone and computer—unifying voice, data and mobile applications on the network to improve communications with constituents:

- **Single-number dialing (N-1-1)** consolidates the service delivery process into one easy-to-remember phone number, eliminating the need to research or remember several government numbers.
- **Telephony system with interactive voice response (IVR)** provides the official starting point for callers, where they can interact with the system that automatically gathers information to direct them to the appropriate agent or information for their issue. Additional services can be enabled like a citizen could open up and review service requests directly from the system at their convenience.
- **Web portal** provides a single point of access to online government services. Constituents can use the website to complete/submit service requests via web forms, locate information on their own, potentially connect and chat with agents, and track the status of their issues.

Enhanced Communications and Collaboration across the Government

The benefits of the CBIN framework to improve citizen and business satisfaction are many. Additionally, the internal advantages of CBIN is a shared, secure communications network allowing office, remote and mobile government employees to access the most up-to-date information, conduct cross-department business processes more efficiently and satisfy the constituent. With improved voice capabilities, conferencing, recording, video, presence and instant messaging, government employees can more effectively communicate and collaborate with other groups or departments to facilitate issue resolution in a timely manner.

Who's Using CBINs at the National Level?

Germany 1-1-5

Before implementing a CBIN framework, Germany's enterprise government maintained a silo, heterogeneous structure and only provided services during normal business hours. When constituents reported issues, the government offered no transparency into the resolution process.

To homogenize and improve public service, the country on a provincial level implemented a 24/7 central service phone number with multichannel integration. Germany 1-1-5 is now perceived as the largest-scale IPT project in the German public sector and a blockbuster for connected government. Voice, data and video interact on the network, enabling agents to resolve issues with just one call. The 1-1-5 number simplifies registration procedures, makes it easy to obtain documents, and delivers other major efficiencies and conveniences.

"Government or authorities are currently in the middle of a complete reorganization, turning themselves into providers of services to the public. The service number 115 is an important milestone on the way to more direct service for the citizen."

- Friedel Heuwinkel, Head of Regional District Lippe

Spanish Social Security Department (GISS)

Before implementing aspects of a CBIN solution framework, Spanish citizens found it difficult to contact GISS to obtain social security, health, economic, and other services as established under law.

After implementation, GISS now offers single-number access and a multichannel contact center to more than 40 million citizens. The contact center currently provides IPT for 2,000 phones—potentially scalable to 30,000—and supports the Catalan, Basque, Castellano and Galician languages. GISS has significantly improved service, saving the department 28% in traffic costs.

Who's Using CBINs at the Municipal and State Level?

New York City Dial 3-1-1

Before implementing a 3-1-1 number, New York City maintained a completely decentralized system of more than 40 contact centers and

hotlines for approximately 120 government agencies. This setup made it hard for constituents to know whom to call and to understand what the City required from them. At the same time, the City was delivering varied levels of customer service and underusing their staff and technical resources.

Today, Dial 3-1-1 provides integrated, around-the-clock service across all access channels. Using the three-digit number, citizens and businesses can call at any time and a live operator will answer within 30 seconds. The communications network also offers the following capabilities:

- Complaint tracking
- Case management
- Field service
- Scheduling
- Customer relationship management
- Analytics and performance management
- Government interpretative services in more than 170 languages
- Full integration with 911 and the New York State Emergency Management Office
- Scalability for emergencies and special events
- Worldwide accessibility by dialing 212-New-York

3-1-1 has increased the number of calls that the government receives from 6 million to 15 million per year. The network enables agents to handle the increase with improved service levels.

"3-1-1 is not just a citizen service hotline; it's the most powerful management tool ever developed for New York City's government. I can't imagine running the city without it."

- Michael R. Bloomberg, Mayor of New York City

Texas 2-1-1

Before the implementation of a 2-1-1 solution, Texan citizens and businesses seeking critical social services had to navigate through myriad health and human service providers, government agencies and community-based organizations to determine which one to call. To help these constituents find the right agencies and services for their needs, the Texas Health and Human Services Commission wanted to implement a statewide information and referral service.

After deploying a Cisco Unified Communications solution, Texas' 21 million citizens can now call 2-1-1 to easily locate critical social services and access information. The converged voice and data network connects the State's existing Area Information Centers, creating a virtual, consolidated call center and enables the sharing of different personnel and expertise within one office across the state. For example, if a citizen needed information on health benefits for a child but only spoke Spanish, the system could route that call to any one of the offices across the state where a Spanish-speaking children's health benefit expert was available. With over 200,000 programs in the local information databases, the 2-1-1 center is an authorized source for vital information. Plus, it can be reconfigured for emergencies, a crucial capability for homeland security. The communications network has saved the State over \$600,000 annually.

The Cisco Citizen and Business Interaction Network

By deploying a secure foundation network which supports the delivery of integrated applications and voice, governments can provide citizens with the freedom to access services from anywhere, at any time. The right foundation network and phone system allows governments to continually add functionality and applications to improve the citizen experience while also improving internal efficiencies. Cisco continues to build out solutions for improving the citizen experience and improving resource utilization:

- Access for the Hearing Impaired/Government Interpretative Services—to provide the same level of service to all citizens and businesses, meeting hearing impaired and different language needs.
- Cisco Functional Directory, IM and Presence—to provide voice, video, mobility and presence services, enhancing real-time information sharing and collaboration across the organization and with other governments. After constituents report an issue, this solution enables agents to determine the availability and communications capabilities of other agents, and then connect through web-based conferencing, instant messaging, ad hoc voice conferencing or other collaborative capabilities so they can solve the citizen request more efficiently and improve service delivery.
- Call and Data Recording—to record calls with citizens and businesses, enabling them to effectively communicate the specific issue internally. With this solution, government employees can capture conversations to help with everything from agent training to emergency recording, which can be shared with other employees to streamline and optimize response.

Generate Dramatic Results at Your Own Pace

For governments of all sizes, a CBIN framework can be implemented at your own pace. From putting up a basic website with an email capture form to adding an intelligent voice system to integrating video and web applications to enhance collaboration, you can customize the solution to suit your needs.

As the telephony system with IVR and a web portal enable multiple

self-service capabilities, you significantly reduce costs. And your constituents receive the same quality service without consuming an operator's time. CBIN optimizes your staff and overall productivity, benefiting your internal operation—while your internal operation benefits citizens and businesses.

With a CBIN framework, governments of all sizes can deliver services faster and more efficiently, which ultimately satisfies citizens and fosters economic growth.

Why Cisco for Citizen and Business Interaction?

As the company that built the backbone to the Internet, we're the world leader in creating trusted, reliable solutions in unified communications.

The hallmark of Cisco's solutions is collaboration. We provide advanced technologies for public service organizations that want to increase collaboration and productivity while increasing effectiveness.

Like CBIN connects governments with citizens and businesses, we connect people across cities and continents, transforming the way they live, work and play.

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Financial Opportunities

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