IBM Customer Relationship Management Services — Public Sector

**Highlights**

- **Helps lower costs and reduce delivery time to increase satisfaction**
- **Helps move organizations to a more responsive and adaptive environment**
- **Addresses the various aspects of operations**
- **Uses a lifecycle approach to analyze and improve services**
- **Optimizes benefit through special offerings**

**Evolving from citizen-based to citizen-centered**

Government is at a crossroad. Budget and security issues are forcing a reassessment of priorities. Citizens expect greater levels of service. Early “e-government” initiatives have stalled. Dramatic returns on technology investments have not been seen.

Governments must evolve into citizen-centered operations, integrating government processes designed around citizens, developing proactive services, addressing problems without citizen involvement, and basing services on citizen “lifecycles.” Becoming citizen-centered will help allow government and its agencies to reduce delivery cycle time, reduce the cost of service delivery, and ultimately improve citizen satisfaction.

**Improving citizen satisfaction**

Citizens want better services at a lower cost. Government can reduce service delivery time by providing access to the right information and services, in the right form, at the right time, to the right place across and among the various levels of government through a centralized data repository for program data. Governments can reduce the cost of service delivery by decreasing program duplication and resource waste through an integrated system with a centralized repository. Streamlining processes helps reduce costs of services to citizens. This improved accessibility of information and services helps bring government closer to the people and can ultimately improve citizen satisfaction.
Developing a citizen-centered government
A citizen-centered government requires a responsive, adaptive environment. Many government organizations have begun this evolution by increasing citizen access to services through a Web presence and through interactive operations such as intelligent infrastructure and portals. The process continues with government agencies looking at internal operations with a new eye. Many respond by reengineering processes, improving employee training, and developing advanced portals and multichannel access.

The next phase moves government agencies into an adaptive, on demand environment focused on extended enterprise integration. An on demand environment addresses government challenges in many ways. Government becomes responsive in realtime, better able to meet changing expectations of citizens and businesses. Collaborating across governments and with partners, and managing skills shortages allow government organizations to focus on what’s core and differentiating. Fragmented service delivery across agencies will become integrated, open and interconnected. Agencies address sustained budget and resource pressures by using variable cost structures. Finally, governments are better able to balance the demands of safety and privacy by being resilient around the world, around the clock. Moving to on demand will include reengineering processes across agencies, including suppliers, dynamic and integrated enterprise-to-enterprise collaboration, knowledge management for policy development, and government-to-government Web services.

Figure 1. Steps to developing a citizen-centric government

Finding the route to citizen-centered government
Agencies reach citizens through many service delivery channels: office, chat/Web collaboration, self-service, e-mail, telephone calls, fax and letters. In addition, many organizations offer self-service options such as Internet, e-mail auto response and voice auto response. Through channel management, we help you fine-tune these service delivery channels.

Our case management services promote smooth interaction across different government agencies. Successful case management must have simultaneous interdepartmental access and coordination of information for services as diverse as: tracking incidents; enforcing laws and verifying compliance with regulations; providing social and human services.
benefits; giving grants and subsidies; assessing and collecting revenue payments; issuing permits, licenses and credentials; and managing and dispatching services.

Aligning business needs to the right information technology (IT) solution requires careful organizational management. Our process has four steps.

- **Strategy** – develops customer relationship management (CRM) strategies, complementary business and resulting value propositions.
- **Operational Process** – identifies, designs and implements process, culture change and organizational improvements to explicitly deploy CRM strategies.
- **Infrastructure** – deploys and integrates technology to support the new way of doing business.
- **Program Management** – deploys CRM.

We use data chains to help improve delivery of service for information management, which includes transaction data, aggregated information, extended enterprise analysis, and information on demand. Application Management helps integrate services across the government enterprise. Portals help improve user interaction services. We help you with presentation and personalization. Business modeling and monitoring help improve process integration services. Business integration connects with partner services.

### Adopting a lifecycle approach to program or services delivery

Using a program delivery lifecycle enables us to move you toward a responsive, on demand organization that is designed to provide the right access at the right time to the right place. Our lifecycle includes:

1. **Legislate and fund** – market research, program analytics and business case development.
2. **Plan** – CRM vision, roadmaps, strategic program development and diagnostics.
3. **Design and develop** – case management, information dissemination, service delivery and support.
4. **Execute** – outreach and operate.
5. **Measure, analyze and refine** – program surveys and analytics, diagnostics and program evaluation.

### Taking advantage of our offerings

In addition to our general approach to citizen-centered challenges, we offer several services that address specific issues facing government agencies. Our Cúram application framework helps human services meet their challenges. A web data mining tool called the WebFountain provides quick data analysis for quick responses. Our survey research center takes the collective pulse of the people. A crime information warehouse provides timely information for greater precision. An entity profiling management capability adds an extra layer of protection for citizens. The IBM Aligned Clinical Environment Solution for Healthcare Industry delivers integrated information to key stakeholders in the healthcare ecosystem.
Relying on an experienced team
The people of IBM Business Consulting Services can leverage our industry-specific experience to benefit your organization. Our proven experience in information technology and Internet-related initiatives uniquely positions us to help you improve your customer relationship processes.

For more information
To learn more about IBM Business Consulting Services and IBM Customer Relationship Management solutions, contact your IBM sales representative, or visit:

ibm.com/bcs