

Private Industry vs. Government

Aligned with business goals

- Retain existing profitable customers
- Win new customers
- Sell more per contact

Deploying CRM analytics to:

- Recognize priority callers
- Provide branded experience
- Anticipate customer demands

Key Performance Indicators

- First contact resolution
- Revenue per customer
- Knowledge
- Courtesy and concern

Aligned with mission goals

- Serve all citizens
- Provide transparency
- Lower service costs

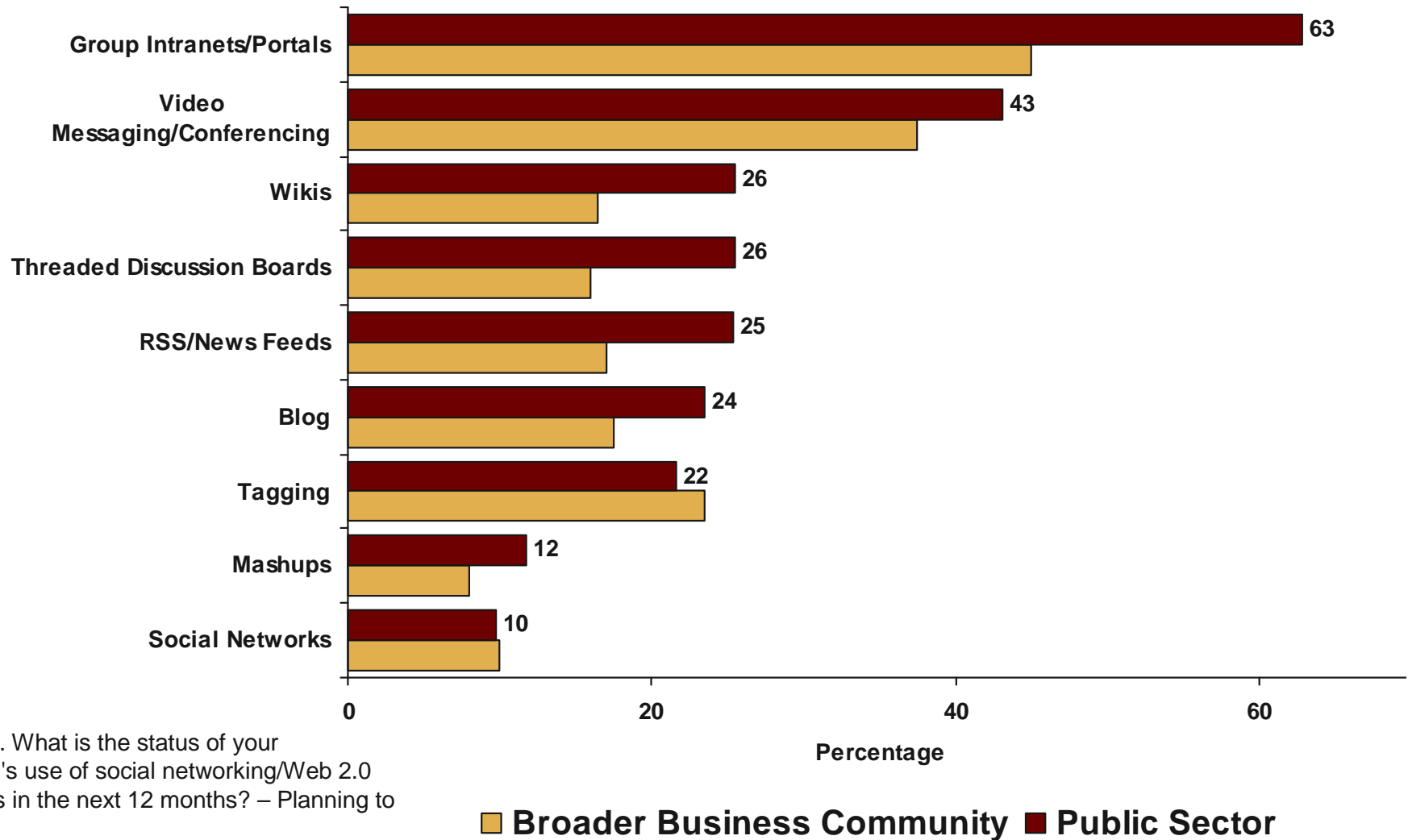
Deploying CRM analytics to:

- Match citizen to information
- Understand citizens needs
- Enrich citizen experience

Key Performance Indicators

- First contact resolution
- Citizen focus
- Technical excellence
- Teamwork

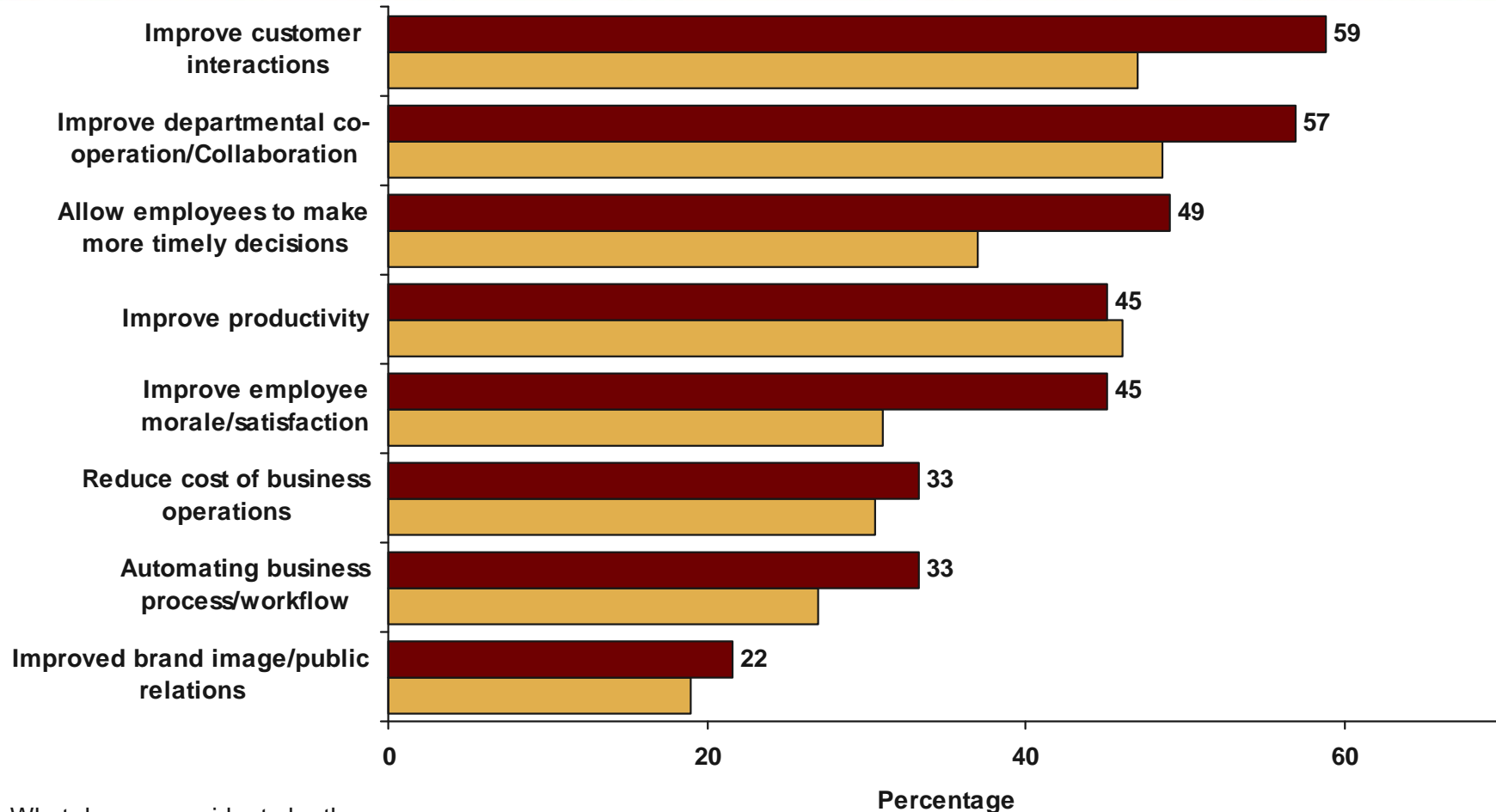
What Web 2.0 Technologies are Planned ?



N=137: D01. What is the status of your organization's use of social networking/Web 2.0 technologies in the next 12 months? – Planning to implement.

IDC BITAP N.1 February-March 2008

Primary Benefits of Investing in Web 2.0 Technology



What do you consider to be the primary benefits of investing in social networking/Web 2.0. software? Please select all that apply.

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■ Broader Business Community
 ■ Public Sector

Private Industry and Government



- Provide the best service at lowest possible cost
 - More intelligent customer centric process
 - Understand transaction based information
 - Understand problems encountered with customer process
- Provide cross channel functionality
 - Web self serve
 - Phone self serve
 - Email
 - Phone live agent
 - Web chat
- Prepare for demographic shifts
 - Baby Boomers
 - Millennials
 - Mobile work force

Questions?

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