Maximizing Mobile Workforce Opportunities
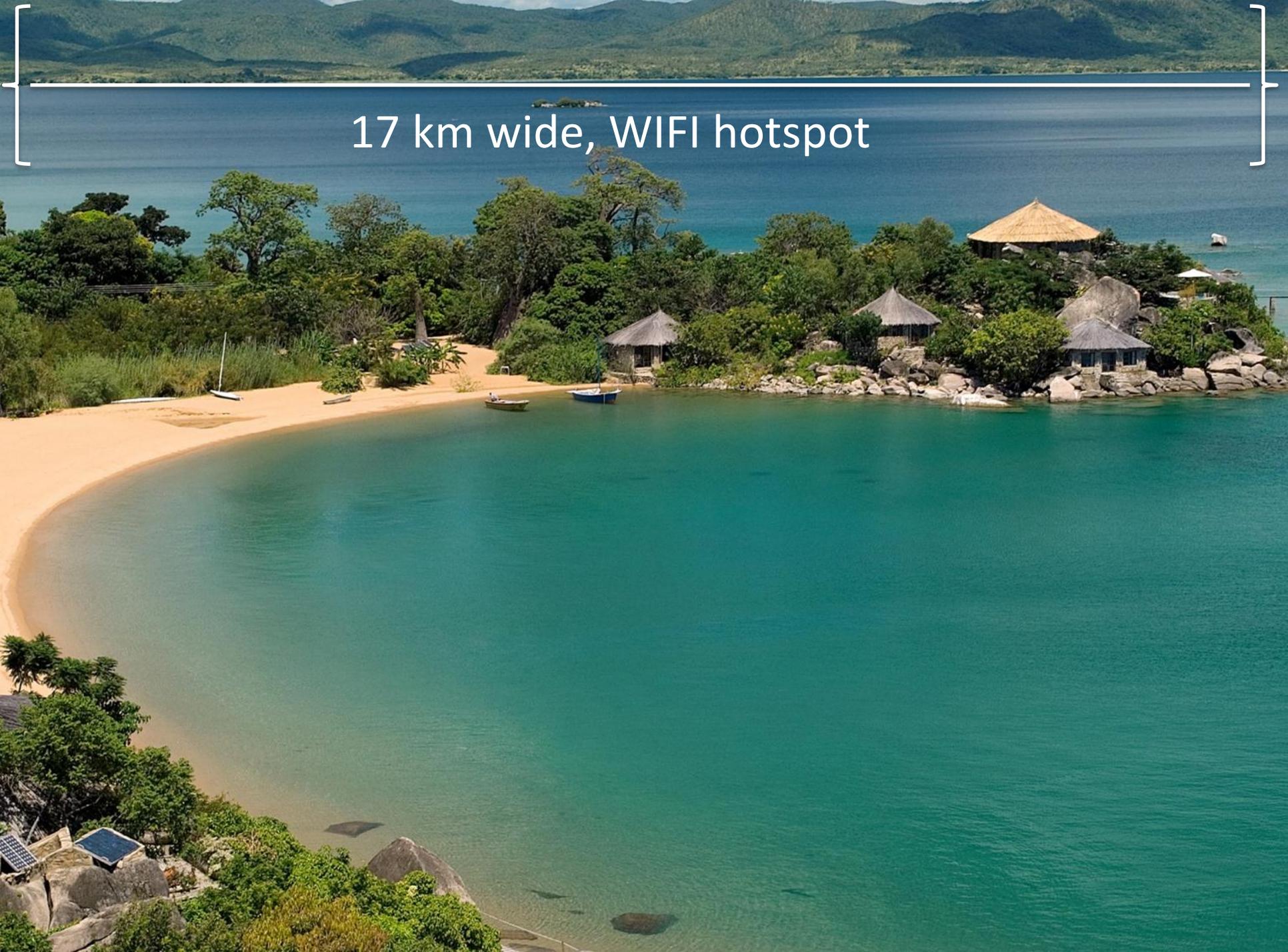
David Baliles

Developer Evangelist
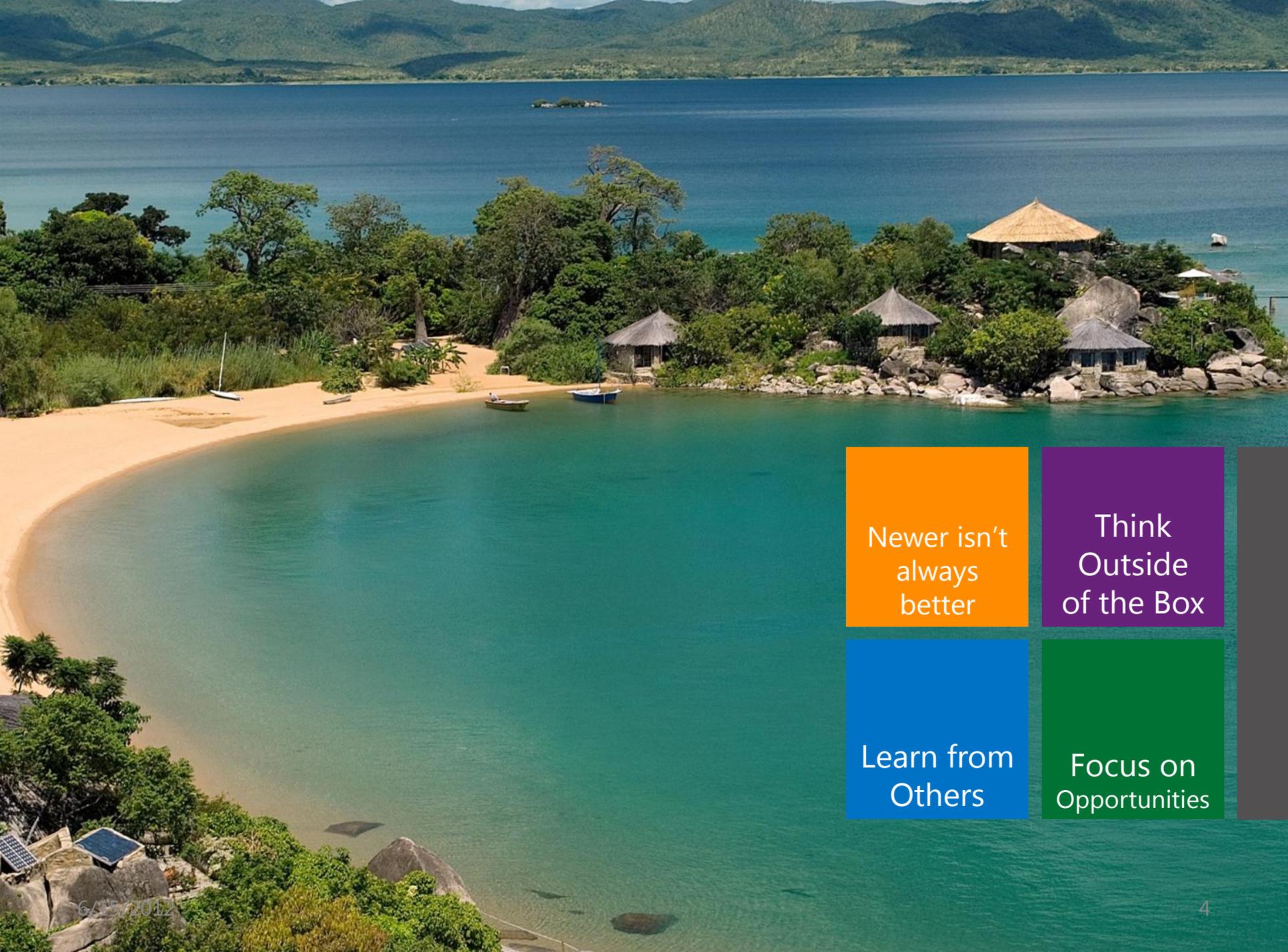
Microsoft Corporation

Microsoft®

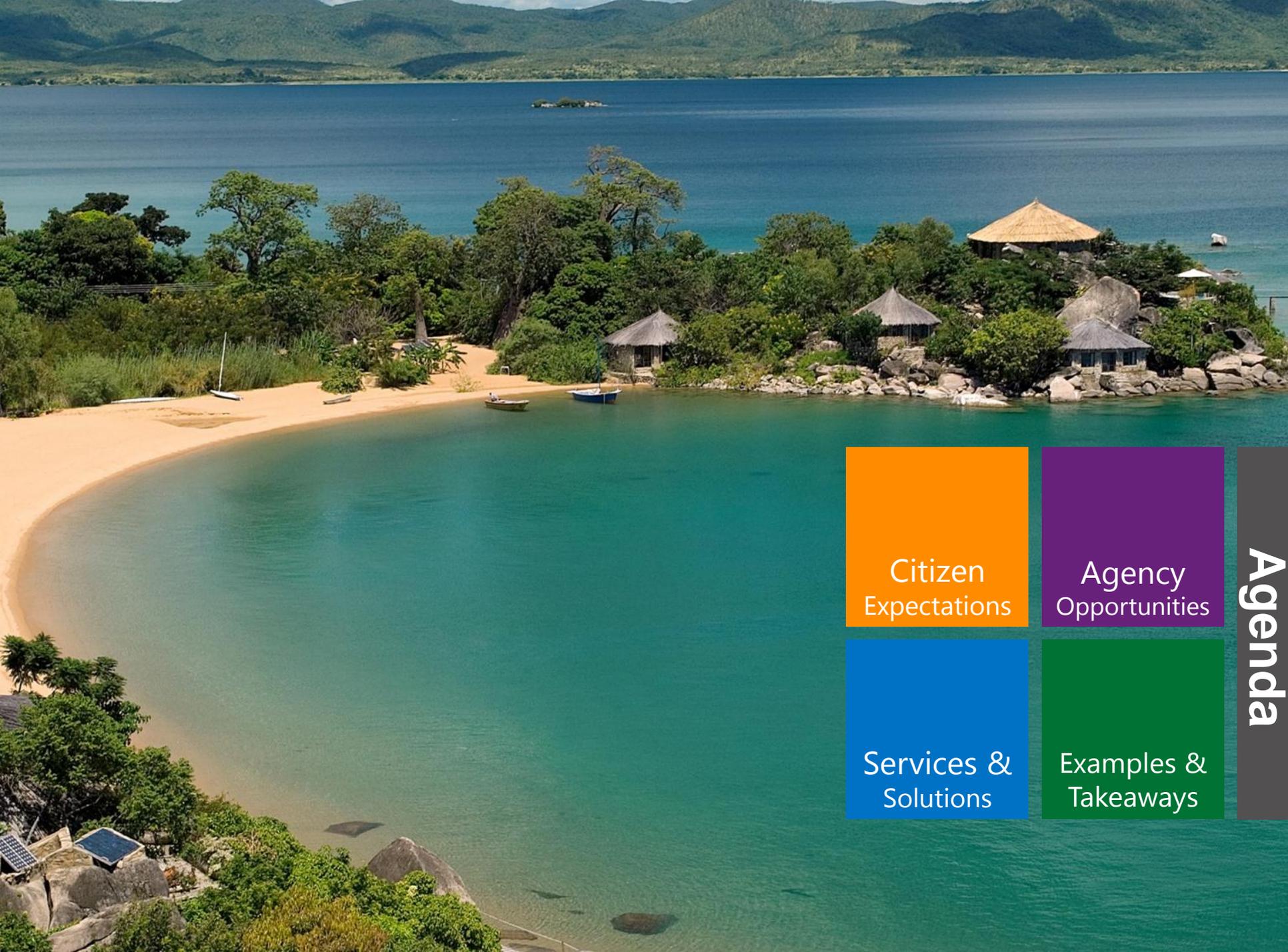17 km wide, WIFI hotspot

Newer isn't always better

Think Outside of the Box

Learn from Others

Focus on Opportunities

Citizen Expectations

Agency Opportunities

Services & Solutions

Examples & Takeaways

Agenda

Citizens expect…

their privacy and security respected.

personalized, quality services wherever they are.

information & engagement in issues that affect them.

"Connected or Smart Governments deliver life event–driven services that achieve policy outcomes, consider users to be more than consumers, and provide obvious added value."

- Jan Duffy, EMEA Research Director
IDC Government Insights

Source: Transcending Open Government to Smart Government, May 2011

Mobile Trends are Opportunities…

Bring Your Own Devices

Securing the Mobile Worker

Government Makes House Calls

Citizen Portals
Public Website
Social Engagement

Mobile Access to Citizen Services
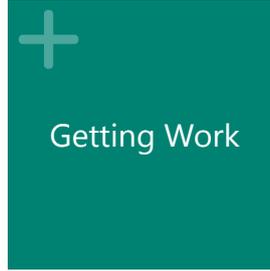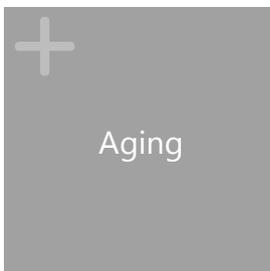
Contact Centers
Citizen Mobile Applications
Citizen Identity
Citizen Service Applications

Life Event-Based Opportunities

Citizen Engagement Solutions

Citizen Portals

Public Website

Social Engagement

Mobile Access to Citizen Services

Contact Centers
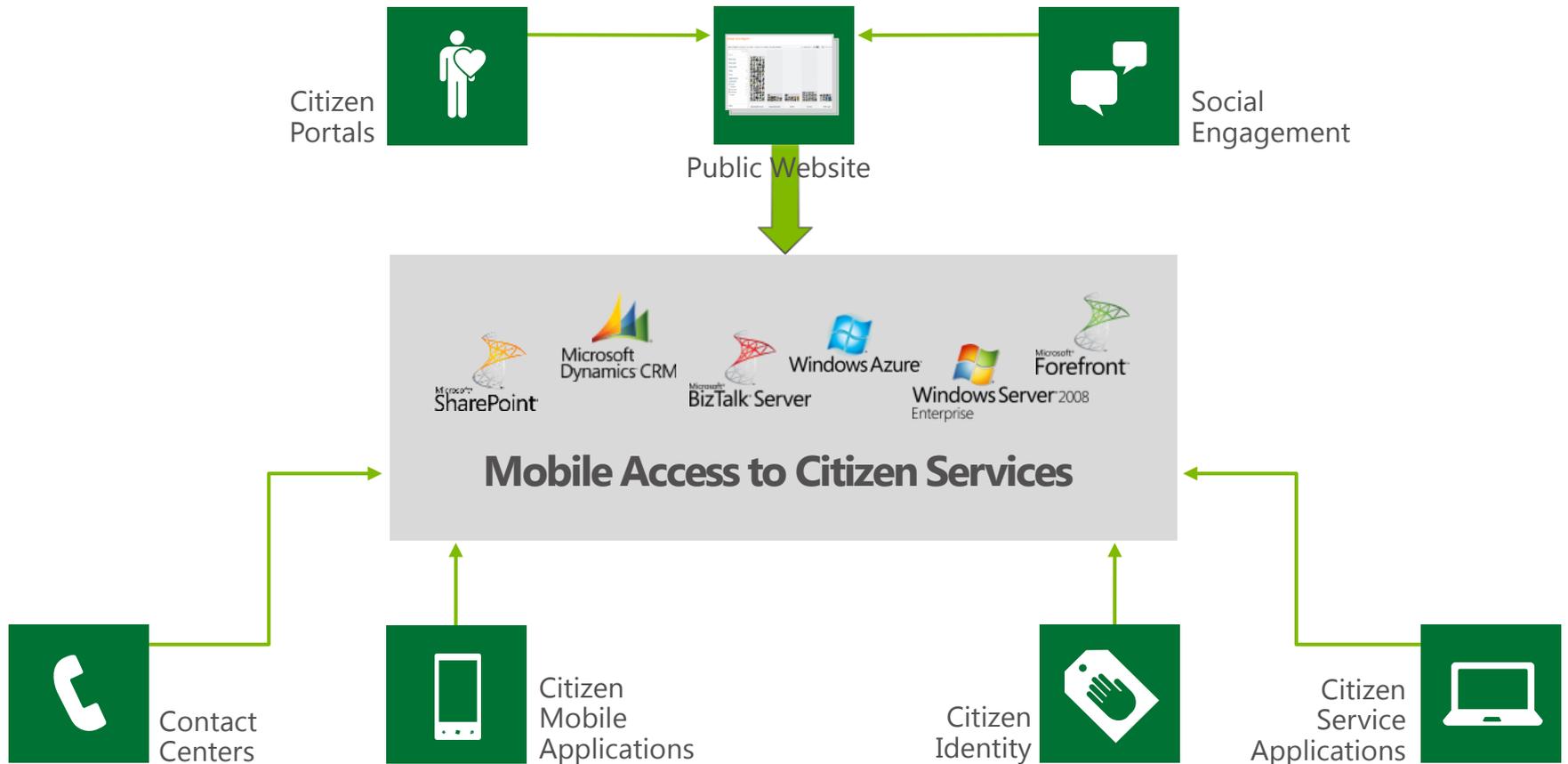
Citizen Mobile Applications

Citizen Identity

Citizen Service Applications

Citizen Portals

Citizen Portals

Citizen Online Access to Services and Information

Agency Goals:

- Simplify how citizens find service information
- Improve public awareness of citizen and business services; better address constituent needs
- Enable fast search and retrieval of public data
- Make available forms and data validation for online services
- Provide access to services even when remote or mobile

Key Capabilities:

- Rich Content Management
- Multi Lingual & Accessible
- Forms Management Tools
- FAST Search
- Multi-Tenancy for Hosting

Some Examples:

- City of Bellevue, WA
- City of Marino Valley, CA
- City of Fontana, CA
- Kitsap County, WA
- County of Madera, CA
- City of Carmel, IN

Citizen Portals

Microsoft 311 Solutions Accelerator for Citizen Services

- Self-service citizen portal
- Case management and workflows
- Call scripts
- Management dashboards and reporting
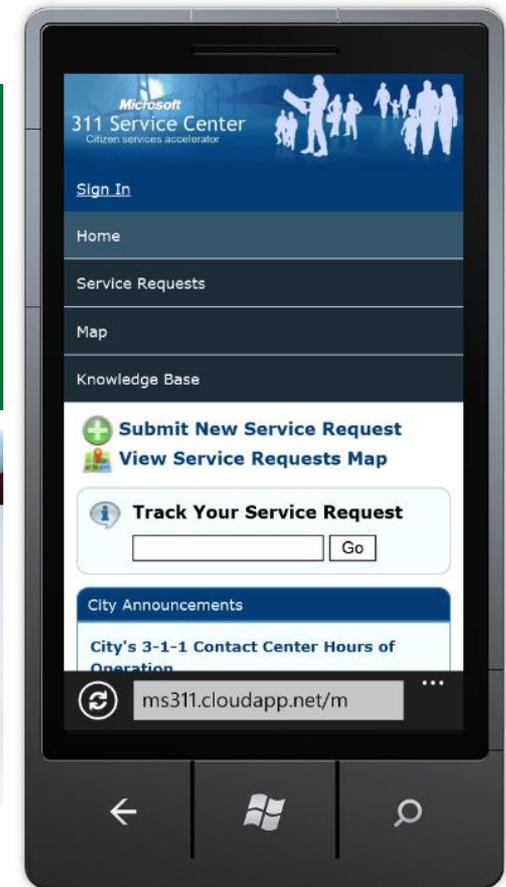- Mobile platform for portal services

Citizen Portals

Canada | City of Brampton

City Engages Citizens, Delivers Better Information, with Interactive Mapping

The City of Brampton, Ontario, wanted to make it easier for citizens to find information and engage with public services. It developed an online Citizen Services Portal (CSP), where residents and businesses can engage directly with City agencies; however, the old mapping application was too complex. After evaluating mapping technologies, the City integrated IDV Solutions' Visual Fusion and the Bing Maps platform into the new CSP. Now, CSP users can find what they need, and every city department can efficiently provide up-to-date geographically based information. As a result, the City is reducing costs, providing better services, and competing more effectively.

In Their Words

"By integrating information and services with Bing Maps, we're taking a big step toward making Brampton more competitive."

- Bill Latchford
Manager of IT System Operations, City of Brampton

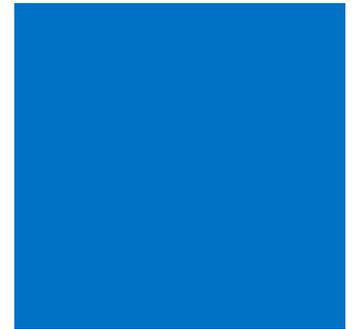BRAMPTON
brampton.ca
Flower City
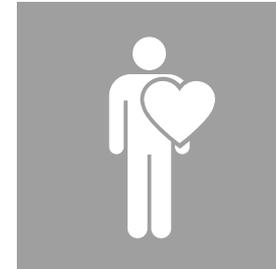
Savings of ~US$6,000 per user for software and training

Benefits:
- Projects are planned, approved, and initiated within minutes, not days.
- 300% increase in site visits six months after launch.

- Competing more effectively to attract and serve new residents & businesses.

Citizen Contact Centers

Citizen Contact Centers

Automate and centralize communications

Agency Goals:

- Improve citizens' ability to contact your agency; cut your agency's response time
- Reduce stress on back-office staff
- Integrate back-office processes
- Help ensure timely service
- Secure citizen and agency information even when mobile

Key Capabilities:

- Automated Call Handling
- Process Management through Scripting
- Single Citizen View via CRM/SQL Server
- Back-Office Integration via BizTalk Server
- Device Management via Exchange Server policies

Citizen Contact Centers

HeyGov! Mobile Contact Centers via 311 Accelerator

- mobile portal for browser-enabled devices
- allows citizens to submit requests & get information
- enables agency workers to update cases from the field
- telephony enablers

Citizen Contact Centers

Italy | City of Milan

The City of Milan is "Easier" Thanks to Citizen Relationship Management Platform

The Contact Center created by the City of Milan receives almost two million calls per year. In order to streamline call processing and deliver better municipal services, the city set up a dedicated phone number for city services and deployed Microsoft Dynamics CRM as part of the Microsoft® Citizen Service Platform solution. The system is the first of its kind in Italy, and it simplifies relationships between local government and city service users. The City of Milan can now better track service requests, plan assistance interventions, cope with internal production peaks, eliminate queues at front offices, and reduce costs.

In Their Words

"This is a small revolution that brings citizens closer to institutions, and we achieved it thanks to citizen relationship management methodologies and technologies."

- Antongiulio Bua
Manager of the Department for Quality, Citizen Services, and Simplification, Civil Services, City of Milan, Italy

Milano Comune di Milano

Improved access to city services

Benefits
- Cost savings through resource management.
- Targeted information for better services.
- Handles peak demand smoothly.

17

Citizen Mobile Applications
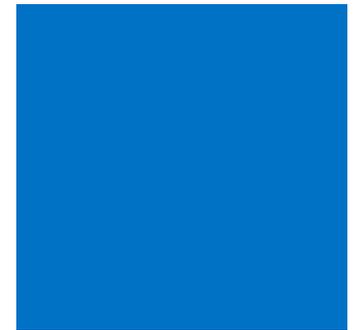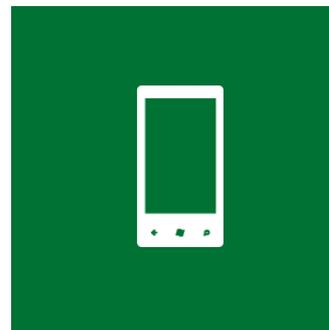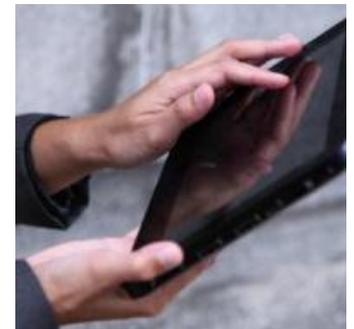
Citizen Mobile Applications

Put Government at the People's Fingertips for Improved Service Quality and Increased Citizen Satisfaction

Agency Goals:

- Make it easier for citizens to report community concerns; receive feedback on service progress
- Improve service quality and increase citizen satisfaction and engagement
- Extend services & offerings to users on the go through custom mobile experiences

Key Capabilities:

- Phone Access
- Photo capture of incidents
- Cloud–based portal

Citizen Mobile Applications

U.K. | City of London (Love Clean London)

Council Web Portal Cuts Graffiti and Illegal Dumping of Waste in London Boroughs

Love Clean London is a free online portal that helps people in London to upload photographs of community problems that require action by the local authority. An interactive map, using the latest Microsoft Silverlight browser plug-in and Bing Maps for Enterprise, shows reports in real time. A free application programming interface allows developers to create their own applications and retrieve reports. In Lewisham—where Love Clean London's precursor, Love Clean Streets, was pioneered—complaints about graffiti fell by 30% in just two years from the portal & mobile application going live. Clean-up times have been cut dramatically, and resident satisfaction with the street cleaning service and local authority responsiveness has increased.

In Their Words

"Love Clean London gives people an easy way to … [help] their boroughs to direct finite resources where they are most needed. In tough financial times, this smart use of technology can deliver genuine savings while encouraging people to take an active pride in their local environment."

- Boris Johnson, Mayor of London
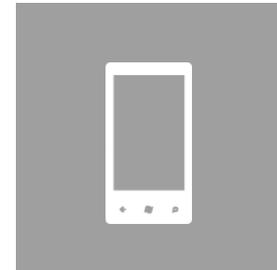
21%
reduced casework

Benefits
- 30% fewer graffiti complaints.
- Universal Access— to staff and public.
- Processing now takes 13% of original time.

Citizen Mobile Applications

U.K. | City of London (Love Clean London)

Citizen Mobile Applications

Make your investments count!

Citizen Identity

Citizen Identity

Interoperable Identity and Access with Minimal Disclosure

Agency Goals:

- Allow for diversity of external identity providers with appropriate authentication methods for each level.
- Put users in control of their personal data.
- Simplify work for your developers.

Key Capabilities:

- Flexible, easy-to-learn.
- Deployed rapidly and cost-effectively across multiple departments.
- Extensive knowledge base reduces IT burden.
- Back-office systems integration into CRM.
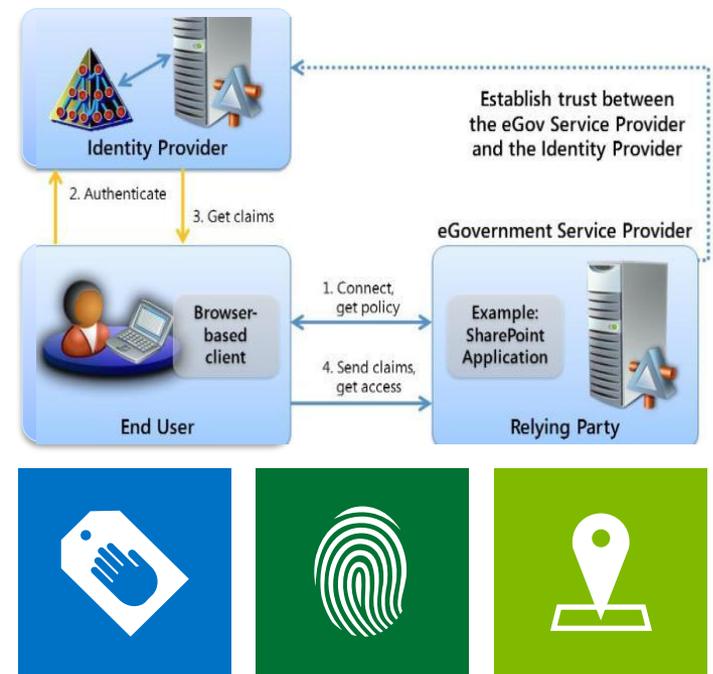
Citizen Identity

United Kingdom | Royal Borough of Kingston Upon Thames

Citizen-centered Identity Management System Energizes Council Performance

Kingston's Department of Environmental Services implemented a centralized contact center using Microsoft Dynamics CRM. With over 60% of calls answered at the first point of contact, the system paid for itself within 12 months and is expected to deliver over £5m of savings by the end of 2012. However, a major challenge was correctly identifying citizens and resolving the multiple entries in many different back-office systems. The Identity Management Component has allowed Kingston's council to deliver "one version of the truth" for each resident across all departmental systems. Constituent information is captured from various sources and loaded into a customer data hub. Microsoft SQL Server® is used to match records, interrupt changes, and update existing data sources to keep everything in sync.

In Their Words

"Microsoft Dynamics CRM has helped to transform the way we respond to our citizens by providing a single point of access to all our services, and giving us a joined-up view of our business."

Gerry Sevenoaks
Head of Strategic Services, Royal Borough of Kingston, U.K.

Royal Kingston

80%

issues resolved at first attempt
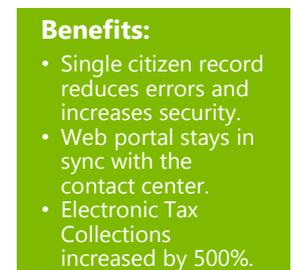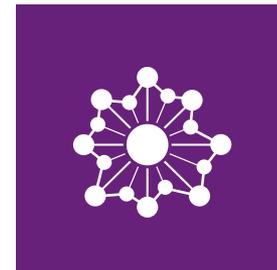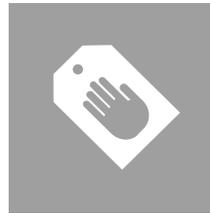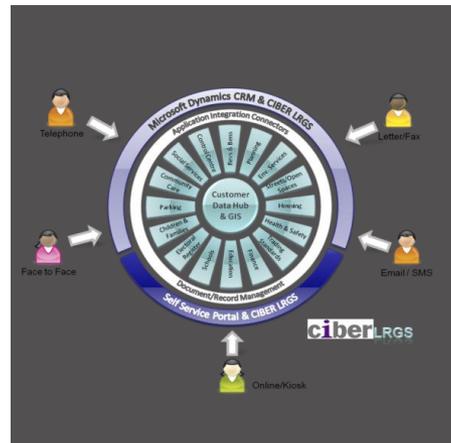
Benefits:
- Single citizen record reduces errors and increases security.
- Web portal stays in sync with the contact center.
- Electronic Tax Collections increased by 500%.

Citizen Identity

United Kingdom | Royal Borough of Kingston Upon Thames

- Shows the records being merged in Kingston

- Shows a duplicate record being resolved in Kingston

Citizen Service Applications

Citizen Service Applications

Improve Responsiveness, Transparency, and Management of Citizen Interactions

Agency Goals:

- Provide employees & citizens with mobile access to information
- Improve tracking and transparency
- Streamline and improve case management for citizens

Key Capabilities:

- Portal authentication
- SharePoint Server web and forms presentation
- Dynamics CRM case capture and management
- Integrates with existing legacy applications
- Windows Azure web-based access from various locations

Ground

Azure
App Fabric
Service Bus

LOB Application

Cloud Store

SSL
Encrypted

Encrypted
SQL Server
Non-standard
Port
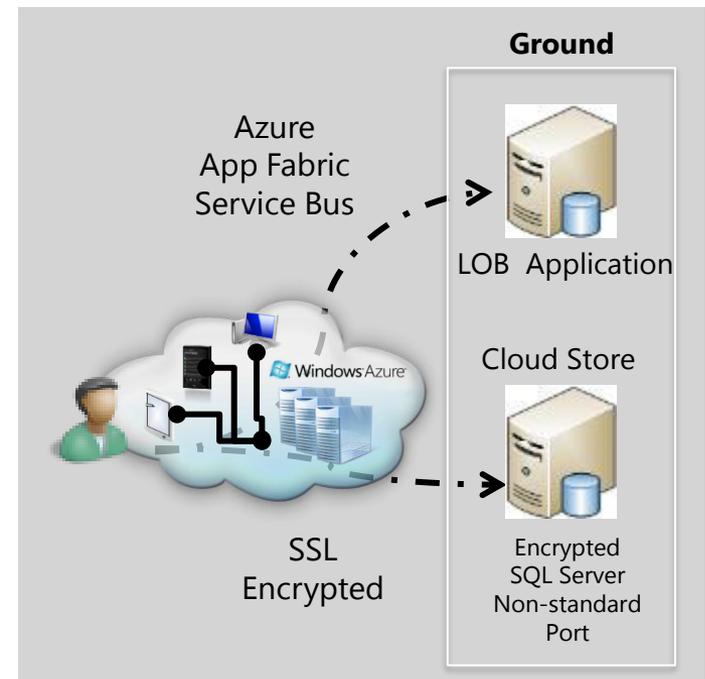
Citizen Service Applications

Key Capabilities

- Citizen logs into "my city" mobile application…

- …fills in the missing fields…

- …and submits the information.

- City worker processes the case with Dynamics CRM.

Citizen Service Applications

Biscay County Authority

Biscay Government Enhances Quality of Life for Citizens Through Innovative Leadership

Wanting to improve the quality of citizen services, Biscay County Authority used Technologies of Information and Knowledge (TIK) to help 1.2 million citizens to communicate more easily with municipal agencies. Developed with Microsoft, the BiscayTIK project provides a free-of-charge email service to the entire population of Biscay, supplies each town hall employee with modern, integrated management applications, and operates a web portal and mobile application that citizens can use to complete more than 100 of the most-requested services.

In Their Words

We're using technology to bridge the gap between local administration and citizens, providing town hall employees and local authorities with the tools they need to deliver quality services."

- Ibon Oñate Zamalloa,
General Manager, BiscayTIK Foundation

BiscayTIK

Over 1,000 unique procedures.

Benefits:
- Citizen and Business eID and Services.
- Multiple Portals for each community.
- Single Hosting Service Center.

Social Engagement
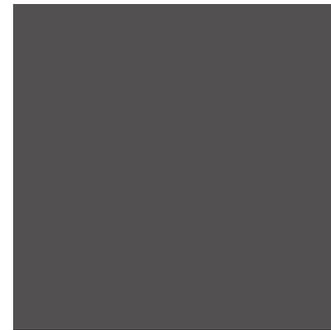
Social Engagement

Use Social Media and Engagement Tools to Include Citizens in the Political Dimension and in Service Participation

Agency Goals:

- Create sites for two-way interaction, including citizen feedback and suggestions
- Encourage citizen collaboration and engagement
- Gather information efficiently and reliably
- Secure personal data & ensure privacy controls, including mobile applications

Key Capabilities:

- Builds on SharePoint
- Uses existing social networks like Facebook & YouTube
- Extends to mobile devices for viral & broad appeal
- Encourages third party mobile app development for reach

America Speaking Out

Social Engagement

Use Social Media and Engagement Tools to Include Citizens in the Political Dimension and in Service Participation (continued)

- Governor updates citizens via an embedded Twitter feed on his agency website.

- Citizen group creates a social mashup through the agency website, which includes Facebook, Twitter, Flickr, and Vimeo posts.

- Government agency gains a fuller view of citizens by looking at social activity within each Citizen Network.
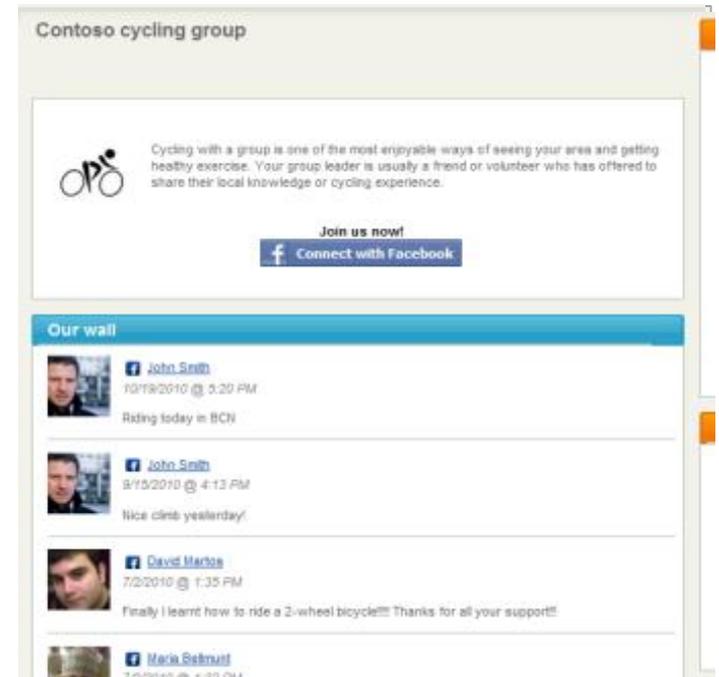
Social Engagement

USA | SocialRally (Synteractive)

Biscay Government Enhances Quality of Life for Citizens Through Innovative Leadership

Synteractive, a strategy and business solution provider, saw an opportunity for social networking software that could be used to interact with large audiences. The company created SocialRally, a standards-friendly website (with mobile phone compatibility) built on the Windows Azure platform and Microsoft® TownHall social networking technology. SocialRally is a highly scalable, cost-effective application that provides organizations with rich channels for interacting with and receiving real-time feedback from very large user audiences, and it has broad private- and public-sector appeal.

In Their Words

"Windows Azure and Microsoft TownHall give us a platform that lets our customers launch a multitude of forums and complex web applications and handle spikes in demand of up to millions of users."

- Evan Burfield
Chief Executive Officer, Synteractive

Synteractive

Delivers social networking for large audiences

Benefits:
- Provides enterprise-scale platform and tools.
- Supports innovation for competitive advantage.

In Summary…

Citizen Portals
- Content Publication
- Scenario-based services
- Search
- Personalization
- Forms
- GIS Information

Social Engagement
- Publishes Citizens Voice
- Connect with officials
- Surface ideas
- Crowdsourcing

Public Website

Microsoft SharePoint · Microsoft Dynamics CRM · Microsoft BizTalk Server · Windows Azure · Windows Server 2008 Enterprise · Microsoft Forefront

Mobile Access to Citizen Services

Contact Centers
- Inquiries
- Fault Reports
- Case Progression
- Grants

Citizen Mobile Applications
- Mobile Access to Services
- Environmental Care
- Direct Feedback

Citizen Identity
- Citizen Authentication
- Value Transactions
- Sensitive Information

Citizen Service Applications
- Grants and Permits
- Business Registrations
- Planning Permissions
- Case Management

Takeaways…

Mobile Workforce Opportunities enable you to…

Provide personalized, up-to-date, and convenient services:
- Single, citizen-friendly point of access to government agencies and services
- Direct integration of data with back-office applications
- Citizen services on mobile websites, contact centers, mobile/tablet devices, or on public kiosks
- Security-enhanced authentication and identity tools

Promote consultation and participation:
- Social tools that enable citizens to express their views, politicians to canvas opinions, and government agencies to conduct surveys
- New and cost-effective ways to analyze public opinion (e.g., live video feeds, wikis, blogs, maps)

Encourage partner & developer ecosystems
- Mobile applications that build & evangelize agency services & sites
- Partners who build value-added services to existing agency offerings

Microsoft®

www.microsoft.com/ongovernment