Línea Madrid

Madrid Citizen's Omnicanal Service

Capital
Digital

01.

The project in the framework of the Digital Transformation Strategy

Madrid, Digital Capital

Origin of the Project and Objectives

Framed in **the Digital Transformation Strategy of the Madrid City Council.**

Strategic objective 1. **Digital services for people**

Strategic axis 1. **Better digital administration with public employees as protagonists**

Programme 1. **Personalised personal care services for people**

02. Línea Madrid. A reference service.

Recognised Brand

Omnicanal

With trained teams

Inclusive and accessible

Flexible to change

Open and transparent

Línea Madrid is a reference model in citizen services

Citizens make contact through different channels:

Oficinas de Atención a la Ciudadanía
Atención **presencial** para registro de documentos, información y trámites municipales

Portal web madrid.es
Atención **telemática** a través de madrid.es, el portal institucional del Ayuntamiento de Madrid

Teléfono 010
Atención **telefónica**, ininterrumpida las 24 horas todos los días del año.

Línea Madrid en redes sociales
Atención durante las 24 horas del día

Líneamadrid

+24 MM/year **VISITS TO THE WEB madrid.es**
+7MM/year **ATTENTIONS**
+10MM/year **SERVICES PROVIDED**
+910 **SERVICE PERSONNEL**
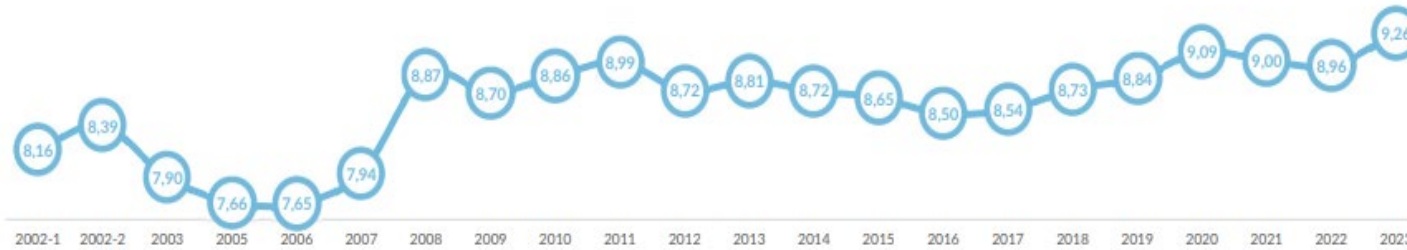**27** **OFFICES FOR FACE-TO-FACE CUSTOMER SERVICE**
24x7 **NON-STOP ATTENTION**

Línea Madrid provides a comprehensive service to meet the needs of citizens by simplifying and centralising the entire process in a single point of contact.
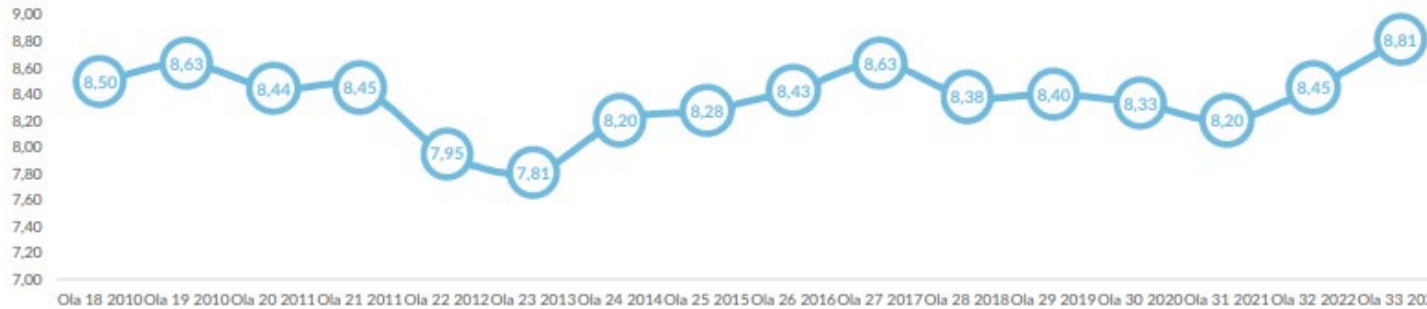
SMART**CITY** EXPO WORLD CONGRESS

Satisfaction in the On-Site Service Offices (OAC)

Satisfaction in Call Centre (010)

2023 Best-ever citizen satisfaction scores

Línea Madrid is a reference for Satisfaction in Citizen Services

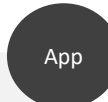**03.** Tailor-made care for each individual.

Carlos contacts the chat to report the poor lighting in his street and is attended by an agent who, in addition to registering the report, guides him to follow up on the report via the App.
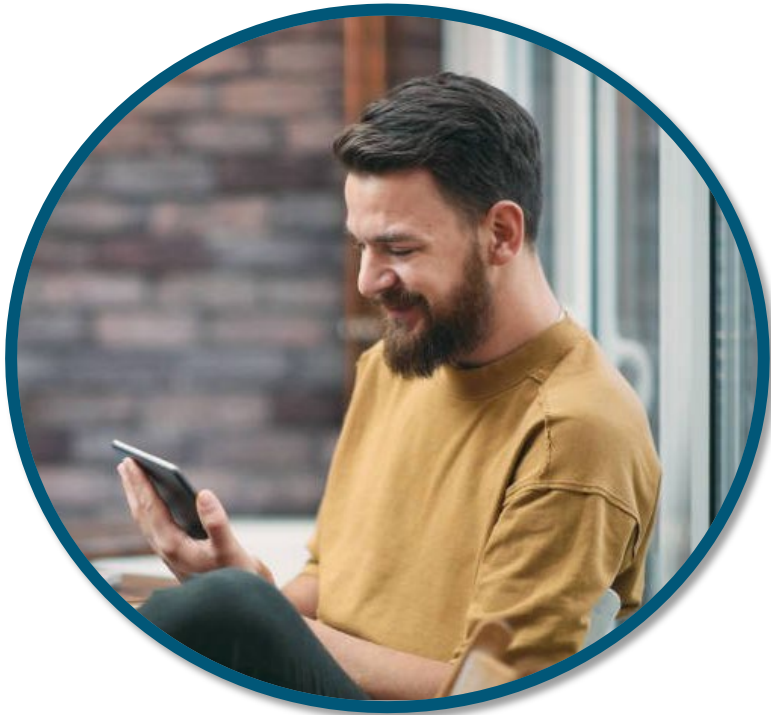
Carlos contacts a manager via chat-web and notifies an incident with the street lights that illuminate his street.

A chat-web manager at www.madrid.es answers your query, informs you of the protocol for opening alerts and registers your request in the Madrid City Council alerts application.

Carlos downloads the Madrid City Council's Madrid Mobile App on his smartphone, which he can use to keep up to date with the warning.

The manager informs Carlos of the code of the registered warning and informs him how to track it through the Madrid Mobile App.

MADRID MÓVIL
tu ciudad
EN TUS MANOS

Carmen lives alone at home and likes to do things herself in order to feel useful, but she is not good in telematic environments, preferring to do things in person.

Carmen

I call 010 (telephone number for the elderly) to ask for information on where and how to **pay my taxes in person.**

I go to the customer service office and I am attended by specialised staff who help me to carry out the procedure in a friendly, fast and efficient way. I value the service I received.

They are identified as a priority target segment and are moved to a group where they **will be addressed with sensitivity and specific attention to their needs.**

You will also be informed where the nearest office to your home is and what documentation you need to provide in order to pay the IBI tax.

Almudena has changed jobs and is coming to live in Madrid from another province. She needs to register. She is not used to dealing with the administration and does everything from her mobile phone.

*I call 010 to ask for an appointment for a registration at an office*

Almudena indicates her need among the different IVR options, a specialised agent offers her the first available appointment in my reference office, and confirms the appointment.

I go to the appointment with the necessary documentation to register as a resident. I also receive a full certificate of census registration which I use as proof of registration with third parties.

The day before the appointment, Almudena receives an SMS reminding her of the office, the scheduled date and time and the documentation she must provide.

04.

Línea Madrid technology platform.
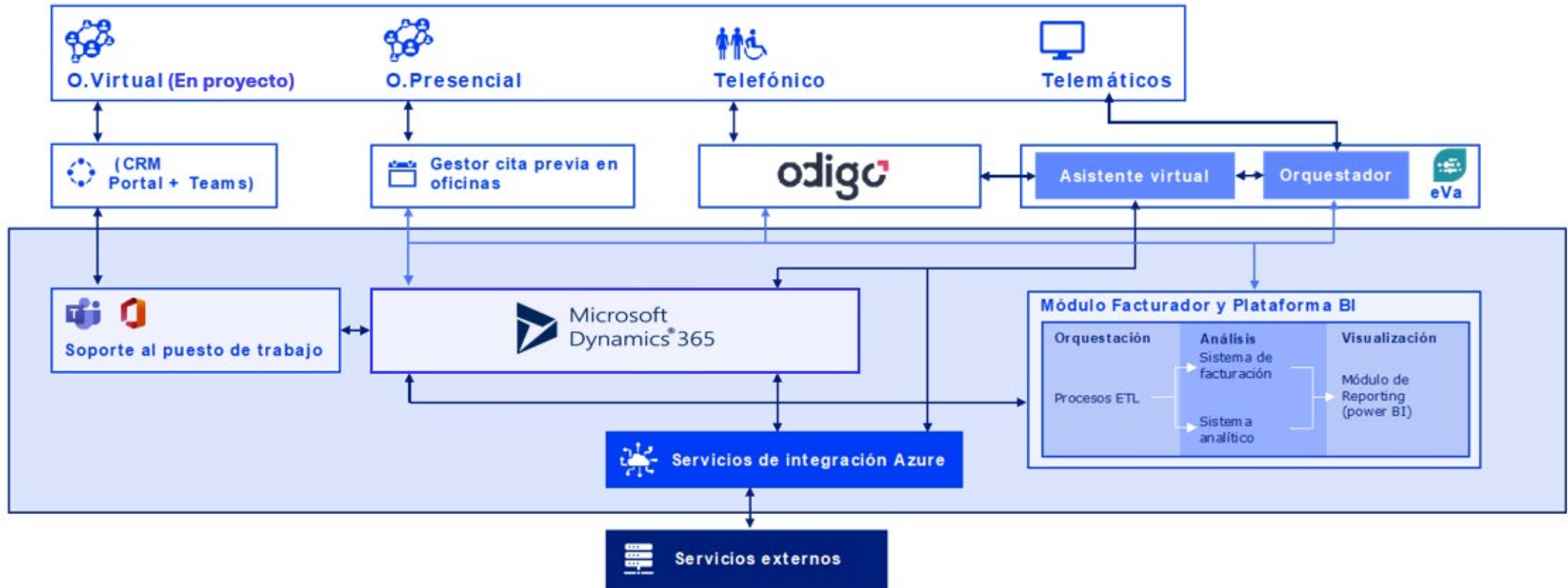
Robust, <u>secure</u> and scalable Cloud platform, prepared for the current model and for the transformation of the model and the incorporation of new services.

CCaaS
- Agility in the operation.
- Scalability and remote working.
- Callback, SMS, Speech to Text....

eva
Enterprise Conversational AI
by NTT DATA
- Launch of new channels (Whatsapp).
- Omnichannel (Voice integration).
- Speed in innovation.

CRM
- 360º vision of the person (Segmentation, campaigns...).
- Integration of procedures and knowledge management.
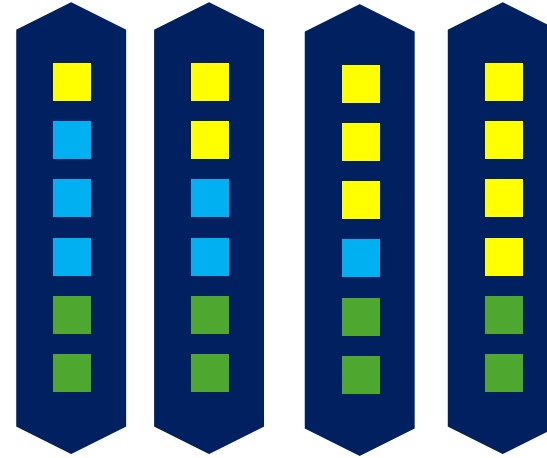- Efficiency, agility and limited pilots per user.

Analytics
- Real-time data-driven decision making.
- Incorporation of different metrics and visions for each role.
- Evolution towards predictive models.

05. City Council platforms at the service of citizens.
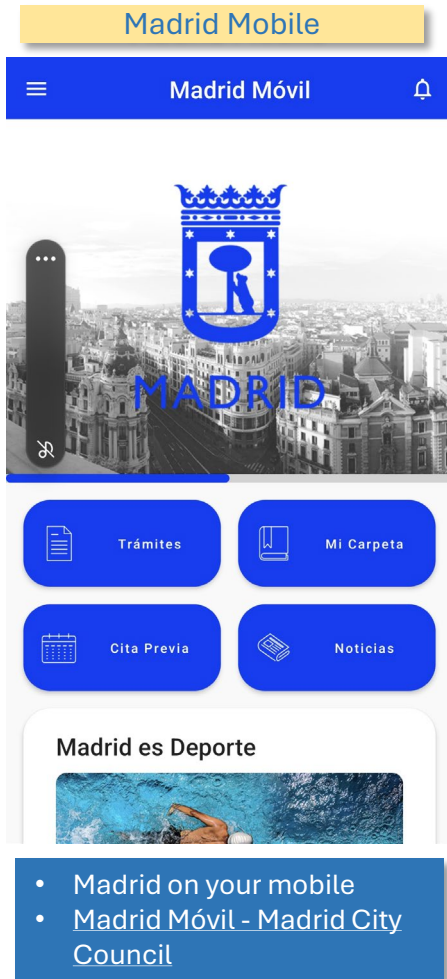
(IAM) ITC Department as a platform

Multidisciplinary Project Teams – Squads.

Gradual support to the Government Areas.

Support from the internal community.
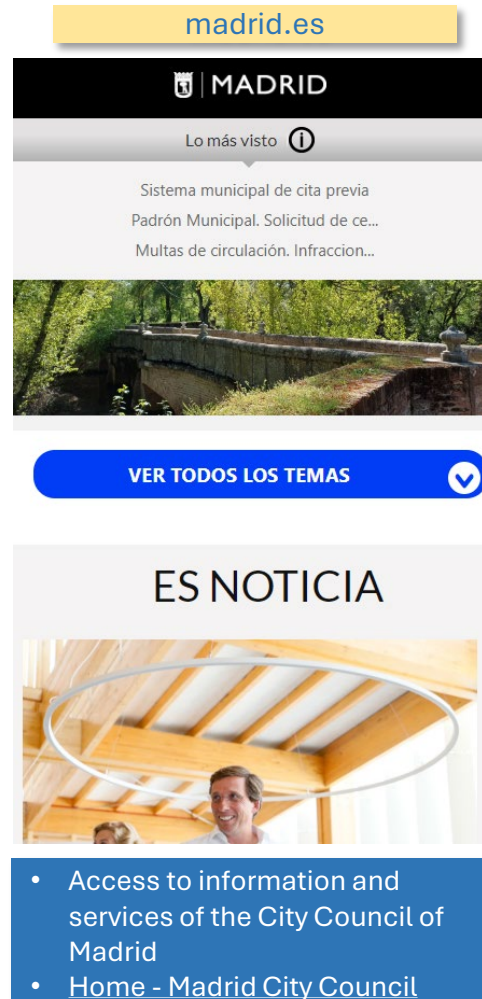
Principles, methodology, and common platform.

🟨 Government Areas   🟦 Digital Office + IAM   🟩 Suppliers

IAM – Plaform and internal community

Guiding Principles

Project management methodology

Technological platform
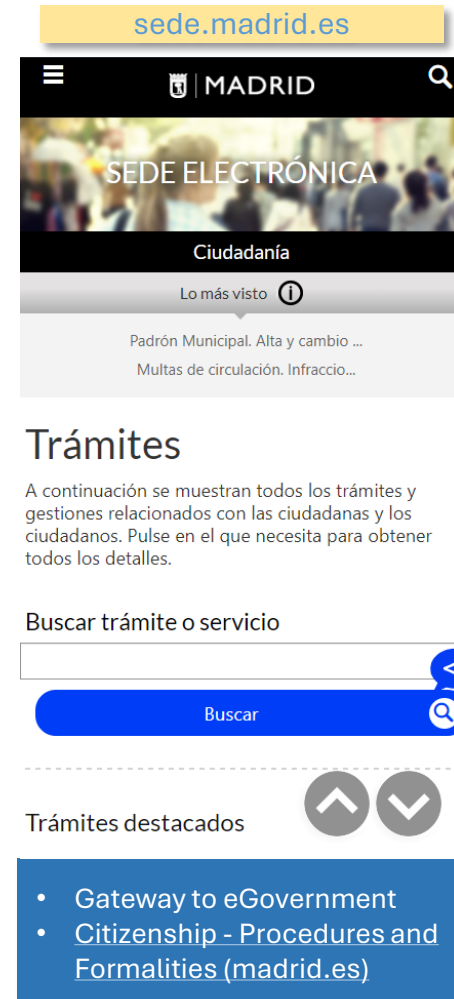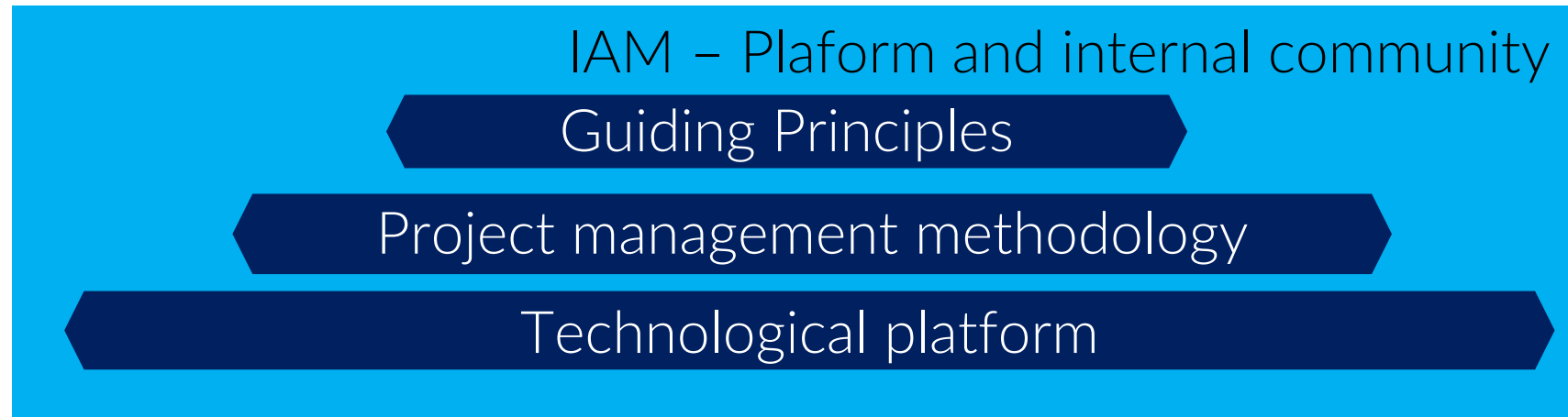
Platforms for citizenship

Madrid Mobile

- Madrid on your mobile
- Madrid Móvil - Madrid City Council

madrid.es

- Access to information and services of the City Council of Madrid
- Home - Madrid City Council

sede.madrid.es

- Gateway to eGovernment
- Citizenship - Procedures and Formalities (madrid.es)

Citizen's personal site

- My information
- My Folder - Procedures and Formalities (madrid.es)

Platforms for citizen services

 Citizen Relationship

 Social Services

- Data Analytics
- MAIA - Madrid IA (Artificial Inteligence)
- RPA

 budget, financial management, human resources, revenues (fees, taxes, etc.).

 packaged solutions
customised developments (DevSecOps)

 Multi-cloud platform

MADRID
MultiCloud

Cybersecurity
Workplace
Communications

06. Conclusions

Conclusions

STRENGTHS

Fully consolidated and recognised multi-channel service, which allows and facilitates comprehensive attention to the needs of Madrid City Council citizens in an agile and efficient manner, incorporating high quality standards.

THREATS

The high quality of personalised customer service may lead to its intensive use to the detriment of automated channels. And the incorporation of new services may lead to exceeding Línea Madrid's service capacity.

WEAKNESSES

The real integration of channels and processes to guarantee a real multi-channel system that covers all needs and groups and allows the extension of personalised services offered with a 360º integral vision of citizenship.

OPPORTUNITIES

Use of technology and innovation to continue bringing the local administration closer to citizens, through the launch of new platforms and channels that position Madrid City Council even more as a modern, close and efficient administration, promoting automated channels that, in addition to being more efficient, guarantee the sustainability of the services provided.