CUSTOMER RELATIONSHIP MANAGEMENT: information application for parliamentary services

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Customer Relationship Management: Application for Parliamentary Information Services

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• Overview of the problem
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Dimensions

- **Members of Parliament**
  - representational role
  - make decisions

- **Society**
  - make decisions
  - accountability
  - Education
Resources

- Organized processes and procedures
- Priorities
- Policies
- Staff
- Research tools
Background

• 1823 – Library and Archives
• 1971– Center for Documentation and Information (Cedi)
• 90’s – Multiple Channels
• 2000 – Strategic Management Plan
• 2004 – Relationship Management
Overview of the problem

- Multiple channels
- Dispersion of services
- Lack of common patterns
- Lack of policies
- Redundancies
- Time consuming
Relationship Management Project

Objective: Establish a corporate model of governance for the relationship with the society and Representatives.
Objectives

- Define Competencies
- Design a general process map
- Eliminate redundancies
- Integrated channels

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Project

• Team
  o Chief Legislative Office (sponsor)
  o Ombusdsman
  o Committee Department
  o Secretariat of Communication
  o Center for Documentation and Information - Cedi (management)
  o Tachygraphy Sector
  o Project Advisory Office
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- Personalization
- Customer segmentation
- Shared responsibility
- Interaction
- Quality management

Customer Relationship Management (CRM)
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Project

• **Methodology**
  • Project Management Institute (PMI)
  • Focus group (problems identification)
  • Mapping (types of interaction, clients, resources, technology, rules, official documentation, policies...)

• **Central Problem**
  • Lack of management, organization and standards
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• Types of interactions mapped
  ✓ Information Requests (Law 12.527/11)
  ✓ Denunciations and Complaints
  ✓ Political Expressions
  ✓ Suggestions and Compliments

• Levels of Interactions
  ✓ First level (quick)
  ✓ Second level (complex)
  ✓ Third level (sensitive)
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Multiple channels

- agenta
- chat
- Auto Serviço
- email
- SMS/Text
- loja
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Inquiry Management System (Siate)

- Receives Inquiries
- Connects service points
- Integrated with email
- Tracking capacity
- (Integrated with email)

Statistics

Receives Inquiries

Connects service points

Integrated with email

Tracking capacity

N1
N2
N3

Resources
Results

- Relationship Management Act
- Citizen Information Service (SIC)
- Relationship Management Committee
- New process maps
- CRM System Requirements
- CRM Acquisition Project
Important Facts

- Communication
- Sponsor’s involvement
- Professionals with different background
THANK YOU!

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