CUSTOMER RELATIONSHIP MANAGEMENT:

information application for parliamentary services

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Customer Relationship Management:
Application for Parliamentary Information Services

Contents

- **Background**
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Dimensions

- **Members of Parliament**
  - representational role
  - make decisions
- **Society**
  - make decisions
  - accountability
  - Education

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Resources

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

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Background

- 1823 – Library and Archives
- 1971– Center for Documentation and Information (Cedi)
- 90´s – Multiple Channels
- 2000 – Strategic Management Plan
- 2004 – Relationship Management

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Overview of the problem

- **Multiple channels**
- **Dispersion of services**
- **Lack of common patterns**
- **Lack of policies**
- **Redundancies**
- **Time consuming**

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Solution

Relationship Management Project

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

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

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Project

- **Team**
  - Chief Legislative Office (sponsor)
  - Ombusdsman
  - Committee Department
  - Secretariat of Communication
  - Center for Documentation and Information - Cedi (management)
  - Tachygraphy Sector
  - Project Advisory Office

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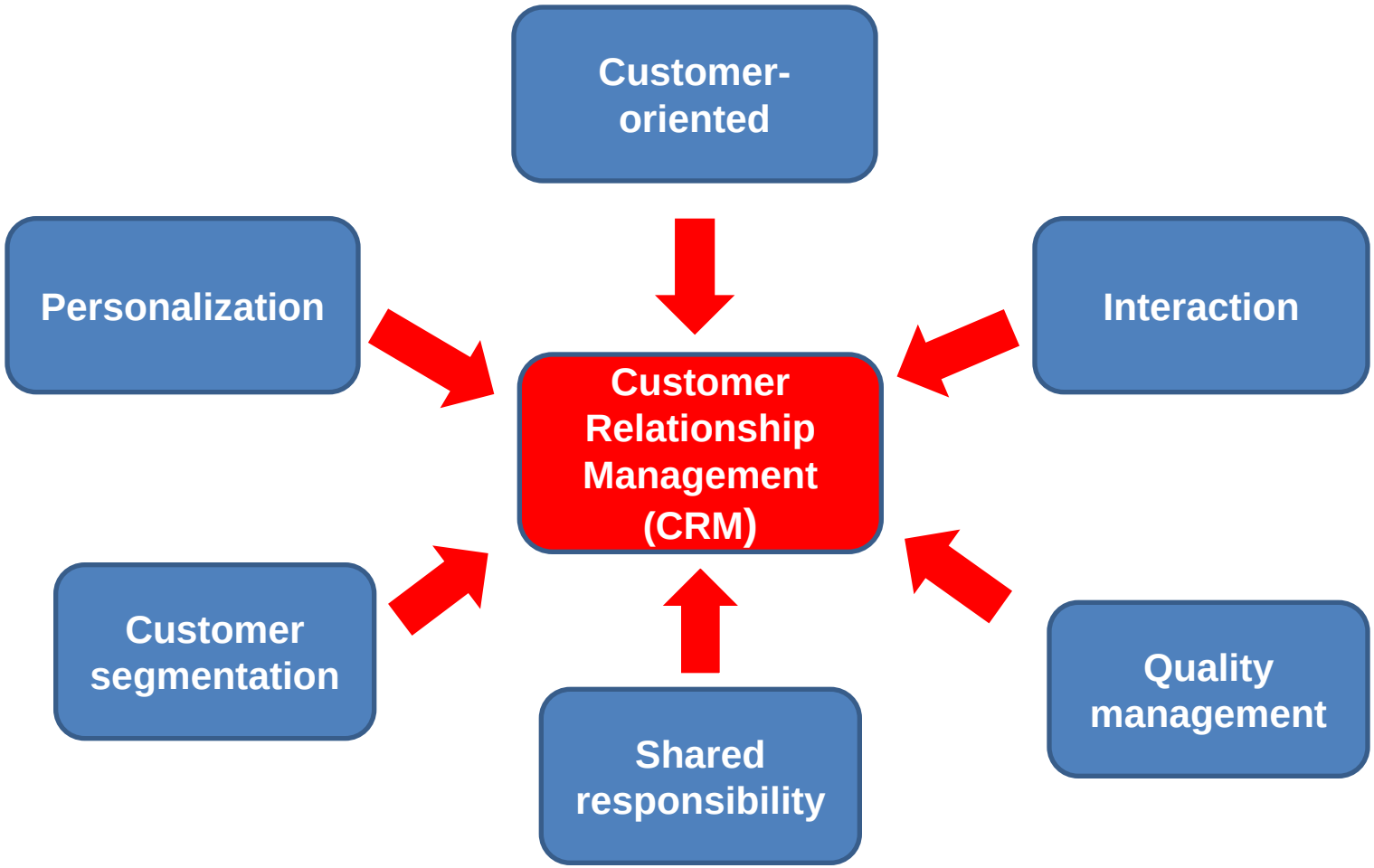

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Project

- **Methodology**
  - Project Management Institute (PMI)
  - Focus group (problems identification)
  - Mapping (types of interaction, clients, resources, technology, rules, oficial 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)
  - ✓ Thrird Level (sensitive)

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Multiple channels

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Inquiry Management System (Siate)

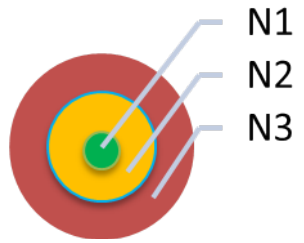
Receives Inquiries

Connects service points

Tracking capacity

Integrated with email

Statistics



Datawarehouse

Receives Inquiries

Clients records

Levels of service

L1
L2
L3

Statistics

CRM/CD

Connects Service Points

Satisfaction

Long-Term RELATIONSHIPS

Integrated with email

Tracking Capacity

Workflow

Time control

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Results

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

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Important Facts

- **Communication**
- **Sponsor´s involvement**
- **Professionals with different background**

THANK YOU!

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