

INTEGRATING VALUE

CRM TRANSFORMS THE BUSINESS OF GOVERNMENT

Delivering services around the clock is no easy task, especially as budgets shrink and demands skyrocket. But as virtually every business moves to on-demand service, governments must meet growing constituent expectations. Adding to this challenge, government agencies need to coax capabilities from stand-alone legacy systems that weren't designed for modern service needs.

Increasingly government agencies are turning to Customer Relationship Management (CRM) to strengthen internal operations and orchestrate the interaction with citizens and business partners. SAP offers an innovative strategy for CRM deployment. Unlike custom-developed or specialized CRM applications, mySAP™ CRM delivers a comprehensive, fully integrated solution that spans government organizations and adapts to changing business requirements.

mySAP CRM provides an enterprise platform for helping deliver core public-sector services including: case management, citizen interaction centers, service delivery and emergency preparedness. Leveraging CRM best practices and tailored industry business processes, SAP CRM solutions support core operational areas, including health and human services, tax and revenue management, and public safety. The solution taps into a broad range of information systems to create comprehensive decision-making data, enabling governments to strengthen incident response, enhance collaboration and resource allocation, and improve detection of fraud and waste. Powerful analytics provide a bird's-eye view of case activity and citizen information, so agencies can adjust their business processes to address common issues, find ways to save money and improve service delivery.

Additionally mySAP CRM gives citizens a single point of contact for multiple government departments or services. Customer-facing staff can view all data associated with a constituent or a given case, equipping them to make better-informed decisions, track progress and follow up if necessary.

mySAP CRM implements powerful tools for tracking the progress of service requests or complaint resolution and helps agencies maximize their resources. Case managers can assign tasks to those most qualified to handle issues and set security to limit users who can view sensitive case information. Search and reporting capabilities also allow staff to look up similar situations or use aggregate information to better handle cases, while at the same time providing executive management with meaningful reports that can help aid and facilitate swift decision making.

With the largest customer base in the software industry, SAP offers unrivaled experience and financial stability, as well as decades of commitment to public-sector customers. mySAP CRM delivers a complete CRM solution that makes agency operations more effective and improves citizen satisfaction with closed-loop government services.

CASE STUDY

SMOOTH SAILING

CRM HELPS THE UNIFIED PORT OF SAN DIEGO'S CALL CENTER STAFF EASILY NAVIGATE ITS MANY DEPARTMENTS TO BETTER SERVE CUSTOMERS.

The Unified Port of San Diego has a wide array of responsibilities. Among other things, the port serves as the environmental steward for the San Diego Bay, manages real estate, welcomes more than 200 cruise ships annually, operates two cargo ship terminals and even polices the waters of the bay. The port's 20-plus departments serve the San Diego region and millions of visitors each year.

In the past, each department handled customer requests differently. With multiple port numbers in the phone book, customers could only guess at which to call — and even staff members were unsure where to transfer incorrectly placed calls. Customers could be transferred multiple times before reaching the correct contact. When several departments were involved in resolving an issue, there was no uniform way of tracking the call's progress from department to department.

In late 2001, the port began implementing an integrated ERP solution to replace stand-alone legacy systems. As part of an effort to improve customer satisfaction, the port also deployed the mySAP™ CRM solution, which fits seamlessly with the agency's new integrated approach.

Now port representatives find accurate answers to questions about the organization's many services without transferring calls. "Customer relations assistants tap into this knowledge base, figure it out and respond to that customer, as opposed to telling them they're unsure of the answer and transferring it elsewhere," said Jerine Rosato, the port's customer relations manager.

Port customers have noticed the improvement. A recent customer satisfaction survey found that nearly 90 percent of respondents were satisfied with the port's accessibility by phone, mail or e-mail.

The CRM solution allows staff to view call histories to better understand customer requests. And port administrators can examine call statistics to quickly spot and rectify issues that need improvement.

"CRM spotlights areas on which we need to focus for process improvement. We've been working steadily on this. A couple of areas came to light almost immediately," said Rosato. "We try to find better ways of getting things through the system, so we have less downtime, drag time and things falling through the cracks."

BRIGHT IDEA

THE SUNSHINE STATE GETS A HUGE BOOST THANKS TO CRM.

Florida's Department of Revenue (FDOR) is demonstrating that a CRM solution improves cost-effectiveness and strengthens customer service. Like most states, the FDOR operated under complex tax laws that can be challenging for business people to understand. And answering taxpayer questions wasn't easy for FDOR employees either, because customer information was dispersed in multiple information systems. Taxpayers might have to call the department several times to get critical information about separate taxes. The result: inefficiency for the state, frustration for taxpayers.

In the mid-1990s, the FDOR began developing a tax and revenue management system — the System for Unified Taxation (SUNTAX) — that integrated numerous disparate systems and processes within the FDOR. To help the department reach its goal of serving taxpayers more effectively, FDOR added a CRM component to refine its call center operations and allow Florida taxpayers to conduct business with the department online.

The CRM solution draws information in real time out of the department's integrated account-management system to give call center agents a single, focused view of each taxpayer — arming representatives with the resources they need to quickly and efficiently respond to callers' needs. And online account access allows citizens and businesses to conduct many transactions without ever picking up the phone.

"In the past our taxpayers had to work around dispersed account information,



stand-alone systems, and standard business hours," said FDOR General Tax Administration Director Jim Evers. "With CRM, we can offer a true e-government platform to our taxpayers that they can access whenever they need to. Transactions are less costly for the state, more accurate and more convenient for our taxpayers."

Updates and changes made to taxpayer information by call center staff or by citizens via the Internet automatically travel across all pertinent tax systems, reducing inconsistencies and errors. A business that has relocated, for instance, need only put in a single change of address, rather than doing separate updates for sales tax, payroll tax and others.

With fewer resources spent on correcting data and multiple contacts to resolve issues, the FDOR also can focus on improving compliance with tax law. With mySAP™ CRM, the department gathers powerful statistics that help staff direct compliance-enforcement resources to cases that are most likely to lead to revenue recovery. That improves compliance, enhances tax fairness, and reduces the burden of tax compliance for businesses and citizens that understand and comply with the law.

"It's not just about saving money," said Evers. "It's about being able to deliver the best service we can to our taxpayers."

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