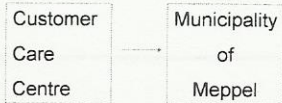




Service by Telephone



Channels





Optimizing telephone service

Various entrances by phone:

- Telephone Service Line
- General telephone number
- Many other telephone numbers




1 clear telephone entrance

m Client Questions

- Ultimate goal → provide answer to **80%** of the client questions
- Specific Questions (other 20%)
 - ↓
 - employees in the back office

m Knowledge Bank


- Information from the various departments in the bakcoffice
- FAQ's (Frequently Asked Questions)



↕

Website

m 14+ Number

- 14+ number → 
- ↓
- Meppel: 14 0522

Citizens, businesses and institutions can seek contact with the municipality of Meppel in various ways: at the counter, by phone, through the internet and by post. In the customer contact center that Meppel wants to create, all channels are implemented, so the customer can decide themselves how they try to reach the municipality.

The internet channel is growing. Meppel is continuously working on further development of its website. Meppel is changing the imaging for the customer and wants to make the website more accessible for its citizens.

Meppel has chosen to start optimizing its telephone service. At this moment Meppel has several phone numbers to which she can be reached:

- There is a telephone service line for reports and complaints about the environment. We receive approximately 8,000 reports and complaints yearly.
- Meppel has a general telephone number, where the traffic enters. Here we receive approximately 30.000 calls yearly.
- In addition there are many other phone numbers within the municipality of Meppel.

On short term, the telephone service line and the general telephone number will be merged together. There will be one clear telephone entrance to the municipality. At this moment the service line only receives reports and complaints about the environment, but eventually it is the intention that the employees at the service line provide answers to all questions about the total package of products and services of the municipality.

The ultimate goal is to provide answer to 80% of the client's questions, at once and immediately correct. Currently only 20% of incoming questions are immediately handled properly. It is still an ongoing development. Not all questions can be answered immediately. Specific questions that require special attention, will be put to an employee in the back office, who is skilled on the subject, or there is made a call-back note. To keep direction to the handling of customer inquiries, the employees at the service line record all calls in a customer tracking system.

To give a good answer at maximum customer inquiries, Meppel has to establish a knowledge databank. This knowledge bank must be filled with information from the various departments in the back office. For this we started with the collection of frequently asked questions and answers (FAQ's) of all products and services of the municipality. These frequently asked questions and answers will also be placed on the website.

The contents of the knowledge bank must be maintained permanently. The employees from the departments in the back office will play a major role in this. They are responsible for the accuracy, completeness and timeliness of the content. The employees of the service line should be confident in the knowledge that the information is properly managed.

By putting all numbers together into one main telephone number, the municipality puts a big step towards a better telephone access for the customers. In addition, it reliefs the employees from the departments in the back office. One telephone number means one clear telephone entrance for the customer.

From the national government, the municipalities in the Netherlands are also encouraged to

bring their telephone service back to 1 telephone number. Therefore the national 14+number was introduced. This number is short and recognizable. By the year 2015 it should be introduced by all municipalities in the Netherlands. The telephone number consists of the number 14 followed by the area code of the relevant municipality. In the Netherlands, all phone numbers starting with the number 14 are reserved for services with a special social interest, such as municipalities.

After further optimization of the telephone service, Meppel will also, step by step, implement the other channels into the customer contact centre. Ultimately, the customer has to get the same reliable answer, whatever channel they choose.