

Island Waste Management – Case Study

Citizen1 – Designed by Experience

Constituent Response System

Citizen1™, enables municipalities and counties to provide the public with quick and easy access to all municipal and county services and information while maintaining superior levels of customer service. Directing calls to the right individuals and making information accessible and available across agencies enables public employees to focus on their core missions and manage their workloads more effectively. **Citizen1** provides complete customer interaction for inbound, outbound and blended multi-channel contact centres.

Benefits Overview

- Outbound/Inbound/Blended
- Customer Profile Management
- Customer History
- Call and Issue Tracking
- Caller Record Escalation
- CTI Screen Pops
- Agent Performance Management
- Pro-Active and Real-Time Analytics
- E-mail integration
- Browser Based
- On-line surveys
- Web Self Service
- Self Learning Knowledge Bases
- Reverse Phone number look-up
- Integration with Existing Infrastructure
- .NET Architecture

Contact Diamond:

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The Client

Island Waste Management Corporation (IWMC) is a provincial Crown Agency that manages, administers and provides solid waste management services across the province of Prince Edward Island in Canada. This corporation also operates and oversees the East Prince Waste Management Facility, the Central Compost Facility and six Waste Watch Drop-Off Centers throughout the province. The Waste Watch Program is a mandatory source-separation waste management system that operates throughout PEI. The Customer Service Office in Slemon Park provides customer service and billing to all permanent and seasonal residences in the province.

The Waste Watch Program treats waste as a resource by sorting it into recyclables, compostables, and residual waste materials. Items such as paper, plastics, metal and glass are recycled, organics such as food and yard waste are composted, and remaining residuals are disposed in a landfill or incinerator. The corporation successfully diverted up to 65% of waste from landfill since its inception in 1995.

Since 2002, it was mandatory for all households and businesses in the province to participate in the Waste Watch program. This participation was legislated by the Provincial Government, resulting in an influx of calls from the general public. Most calls pertain to sorting, collection schedules and participation related issues.

The Challenge

Since the legislation there was an increase in their customer base, from 25% of the provincial population to 100%. Workflow processes, staffing requirements, cost analysis and software applications were reviewed to ensure that the level of customer service provided would be maintained. Limitations to the workflow processes were identified and modifications to the manual and automated support mechanisms were implemented. IWMC decided they needed to implement a technology tool allowing them to streamline customer service procedures, eliminate duplication,

maximize efficiency and provide precise and consistent information.

“Our aggressive mandate to lead in being a positive environmental example for our nation has meant a significant change in behaviour for our participants. Being able to help them and provide them with answers to their questions is important to the success of our program. When we looked at Citizen1™, we knew that this Customer Care package was the answer we were looking for,” said Claudette Gallant, Manager of Customer Service. “During peak periods, we can receive up to 1,500 calls per day. We needed a browser-based tool that allowed us to streamline our ability to respond promptly. The solution had to provide access to a knowledge base to help our Customer Service Representatives (CSR) provide accurate information. We had to do all of this with a solution that would be easy to install and maintain, and also be cost-effective.”

The Solution

IWMC selected Citizen1™, a browser-based Customer Interaction Management tool. Upon implementing Citizen1 a number of benefits were realized:

Customer History Information Readily Available

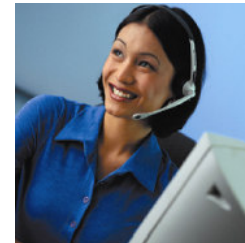
Prior to implementing Citizen1™, most of the enquiries were logged manually. With the implementation of Citizen1™, a complete call history is maintained and accessible.

Questions from Customers can now be performed efficiently by any CSR. Research times for any type of situation have been reduced dramatically.

A CSR can quickly review the caller's history and any previously resolved issues. In most cases, by accessing an on-line knowledge base, response time for enquiries and administration has decreased significantly. Citizen1™ has centralized other software applications used by IWMC staff. The integration panel allows Agents to simply point and click when accessing other on-line business content.



CLIENT SPOTLIGHT – (CONT'D)



Study



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Managing Fluctuating Call Levels

Call volumes are a challenge during the Spring and Summer months when their staffing levels usually decrease to accommodate vacation times. Citizen1™ has allowed easy access and efficiency in tracking the history of calls and assists in bringing summer residents to a level where they can adapt to waste disposal guidelines without causing a strain on the level of service provided by IWMC.

Contractor Efficiency Improved

Understanding trends in calling patterns from participants has helped IWMC increase the level of service provided by the collections. Citizen1™'s Predictive Analytics and Real Time reporting identified trends with poor performers and IWMC now has the information they need to ensure that their contractors are in compliance with Service Level Agreements.

Improvement on Service Models

Like any organization, when delivering a new service province-wide, a level of fine-tuning and careful planning is necessary to establish an ideal service model. Without an empirical measure, determining a satisfactory service model and defining realistic Service Level Agreements is almost impossible. Citizen1™ has the ability to provide the necessary reports and tracking to assist in realistic service models.

IWMC can now streamline their service models having divided their client base into three main groups; Residents, Businesses and Contractors. This streamlined process ensures that Agents have the tools and information they need to better service their Customer. They understand the needs of each Customer and can address the Customer's concerns directly.

Easily Installed and Implemented

Citizen1™'s web based architecture makes it easy to install and administer. The simple to use interface and intuitive administration tool means that the product is user-friendly, training is simple and content is easy to manage. This meant a shorter than average project life-cycle with a fully functioning

Desktop and Customer Service process up and running in a short period of time.

Summary

By implementing Citizen1™, IWMC was able to improve the interaction between their call center and their customers. In particular they were able to deliver on their mandate to provide superior Customer Service by:

- Providing a complete Customer history to every CSR for every call;
- Ensuring consistent high levels of customer service are met during peak call times or when staffing levels are decreased;
- Improving the management of their customer call history, resulting in detailed reporting and maximum efficiency
- Reducing research time to respond faster and more accurately;
- Identifying trends to improve Customer Service
- Ensuring Contractor service level commitments are met.

Diamond Municipal Solutions and Genticity, Inc have partnered to deliver Genticity's Citizen1 solution through Diamond Municipal Solutions' certified Professional Services team.

About Diamond Municipal Solutions

Diamond Municipal Solutions is a leader in financial, revenue, and work management solutions for North American local government. Since 1993 Diamond has been providing flexible, efficient, cost-effective solutions standardized on Microsoft – Great Plains technologies to more than 200 local government clients.

About Genticity, Inc.

Genticity is a leader in providing Customer Interaction Management (CIM) solutions and winner of the Platform Value Award at the 2005 Microsoft Partner Program IMPACT Awards. Through the deployment of Citizen1, an innovative CIM software solution that has been "Designed by Experience" for the inbound, outbound and blended contact center industry, organizations are able to revolutionize their ability to improve efficiencies, empower agents, and reduce operating

expenses while providing superior levels of customer service and intimacy. The company's Head Office is located in Charlottetown, Prince Edward Island, Canada with sales offices located in Toronto, Ontario and Dallas, Texas.