

Citizen 360° Solution by Eviden

Transform your city's customer service experience by centralizing citizen information.

Eviden's Citizen 360° Solution is based on CE D365, which unifies isolated citizen databases and leverages Copilot to enhance city councils' customer service.

What We Offer

- Eviden's Citizen 360° solution, built on Microsoft Dynamics 365 Customer Engagement (CE), Power Platform, Copilot, and Dataverse, enhances customer service for city councils and government agencies.
- It unifies data, leverages AI, and ensures compliance and omnichannel consistency.
- Key features include a 360-degree citizen view, real-time notifications, multichannel communication, case management and workflow automation, intelligent analytics, and robust security measures.
- Our differentiation lies in extensive experience in implementing D365 CE for customer service in the public sector, intelligent data handling, and seamless integration with Microsoft products



“Eviden project is one of the key components within the digital evolution model strategy of the Cabildo de Tenerife. Its goal is to enhance, optimize, and simplify not only communication with the island's citizens but also to provide them with a bidirectional, agile, and straightforward channel through centralized data”

María Teresa Covisa Rubia
Head of Citizen Service
Cabildo Tenerife

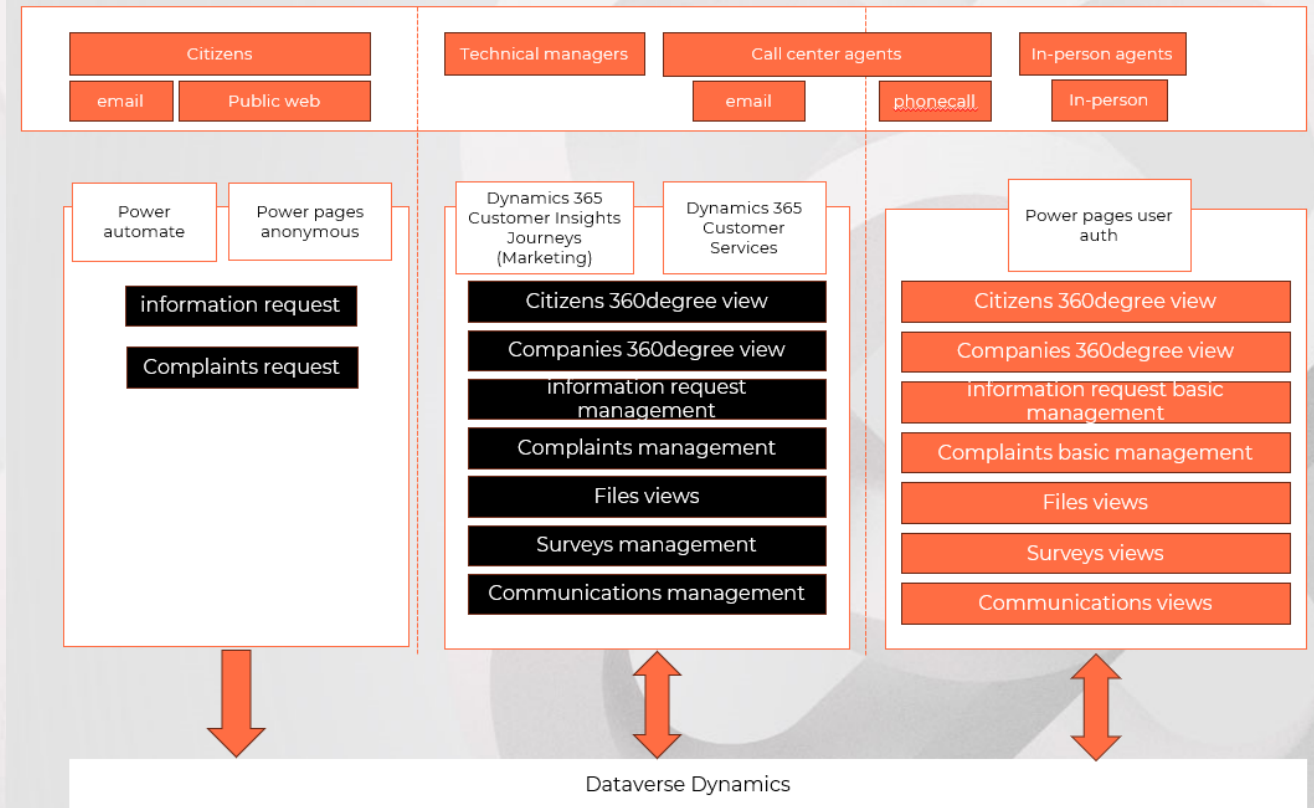
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How it Works

To achieve success in our implementations, we rely on four fundamental pillars:

- **Clear Initial Citizen Data Model Definition:** It is crucial to have a well-defined project scope, implementation steps, integration with existing legacy systems, and data model in Dataverse.
- **Agile Implementation:** Adopting an agile approach allows us to iterate, adapt, and respond efficiently to changing requirements.
- **Incremental Deployment:** This minimizes risks, allows for course corrections, and ensures smoother transitions.
- **Change management with Continuous Support:** Supporting key users throughout the process is essential. Change management strategies, training, and ongoing assistance facilitate user adoption and long-term

Execution Strategies and Solutions



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Customer Outcomes

Integral management of citizenship
Offer proactive services to citizens

Customer Success

Company: Barcelona Metropolitan Transport

Solution: Dynamics 365 Customer Engagement

Outcome:

- Big increase in the impact of the segmented digital marketing campaigns
- TMB can define user segments to apply personalized marketing for a customer base of 2,000,000 residents and 700,000 visitors, improving sales and customer service management functionalities
- Loyalty: Commitment to the customer and sending information in real time on any incident foreseen in TMB transport's more than 1,000 km of public transport network and 545 million travels between trains, buses, Montjuic Cable Car, and Montjuic Funicular Railway.

Company: Cabildo Tenerife

Solution: Dynamics 365 Customer Engagement

Outcome:

- Citizen's 360° view
- Automated Post-Service Survey increasing the response rate by 15%
- Resolution time reduction of 70%
- Centralizing attention to complaints/suggestions and information requests
- Offer proactive services based on knowing the citizen
- Loyalty and commitment to the citizen. Detection of points of improvement focused on the service channel