

Citizen 360

Based on Customer Insights and Power Apps



90+

Entities served

600+

Employees

52% 48%

Males

Females

4

Regions

25

Years of experience



OUR VISION

We are dedicated to creating people-first solutions that make the world a better place for everyone.

OUR VALUES are YOURS



Happiness



Agility



People



Profit



Passion



Integrity

OUR SERVICES



Customer Experience



Employee Experience



Business Process Automation, Data & Analytics



Advanced Infrastructure and DevOps

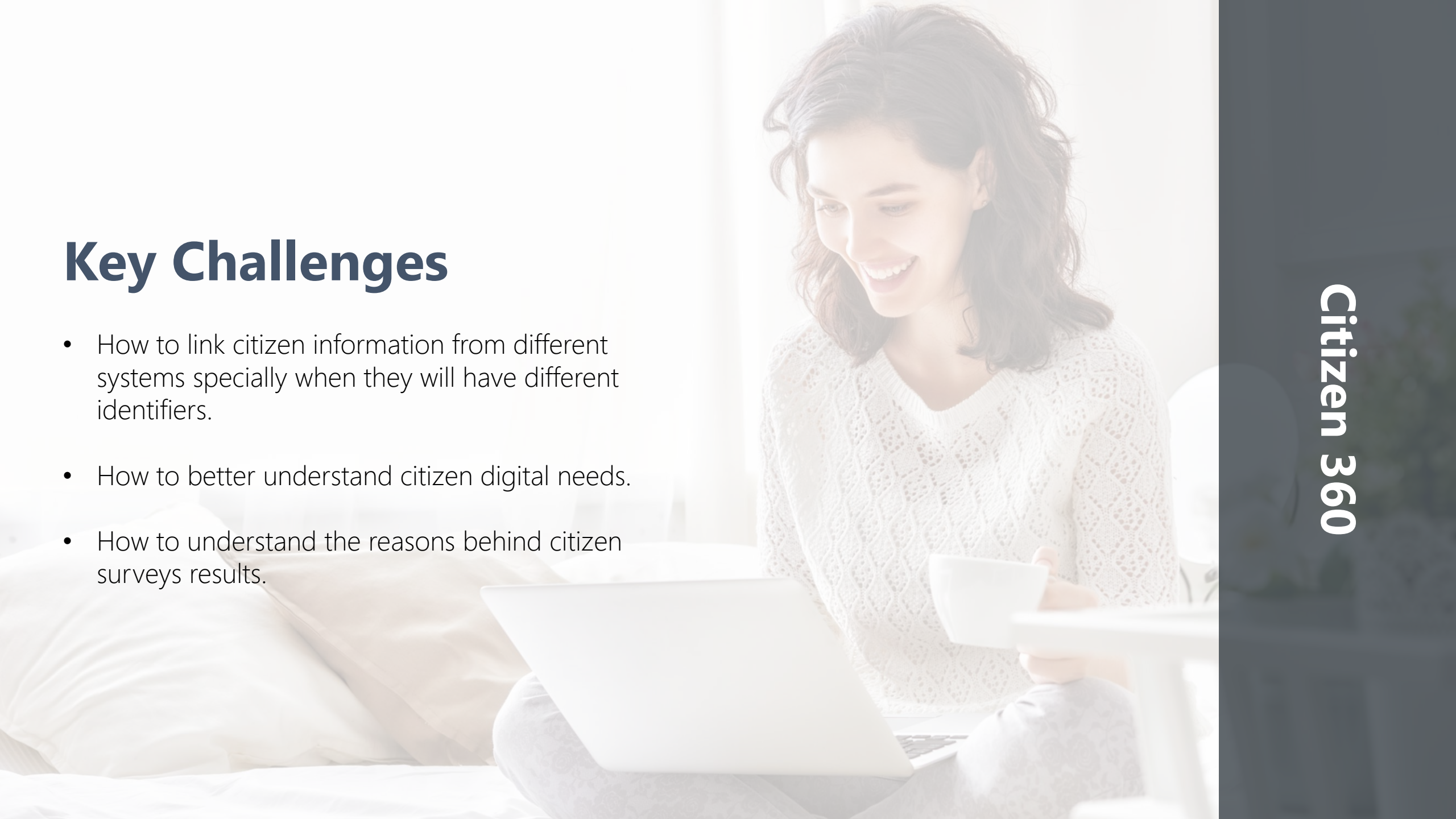
Business Scenario

- Citizen Information resides on many different system.
- Government business requires to have a unified citizen profile.
- Digital government will needs to better understand the citizen need.
- Government entities need to use these unified citizen data on the governmental business processes.
- The challenge is on how to merge all these data streams.



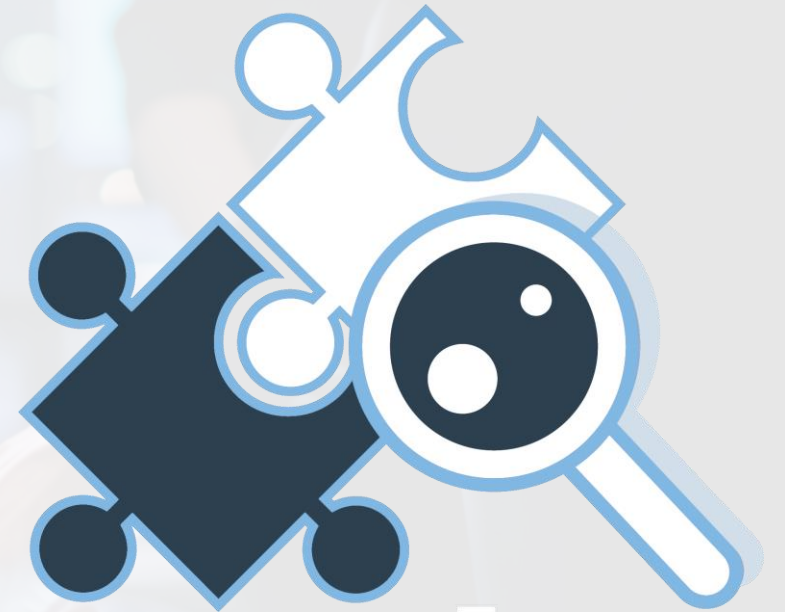
Key Challenges

- How to link citizen information from different systems specially when they will have different identifiers.
- How to better understand citizen digital needs.
- How to understand the reasons behind citizen surveys results.

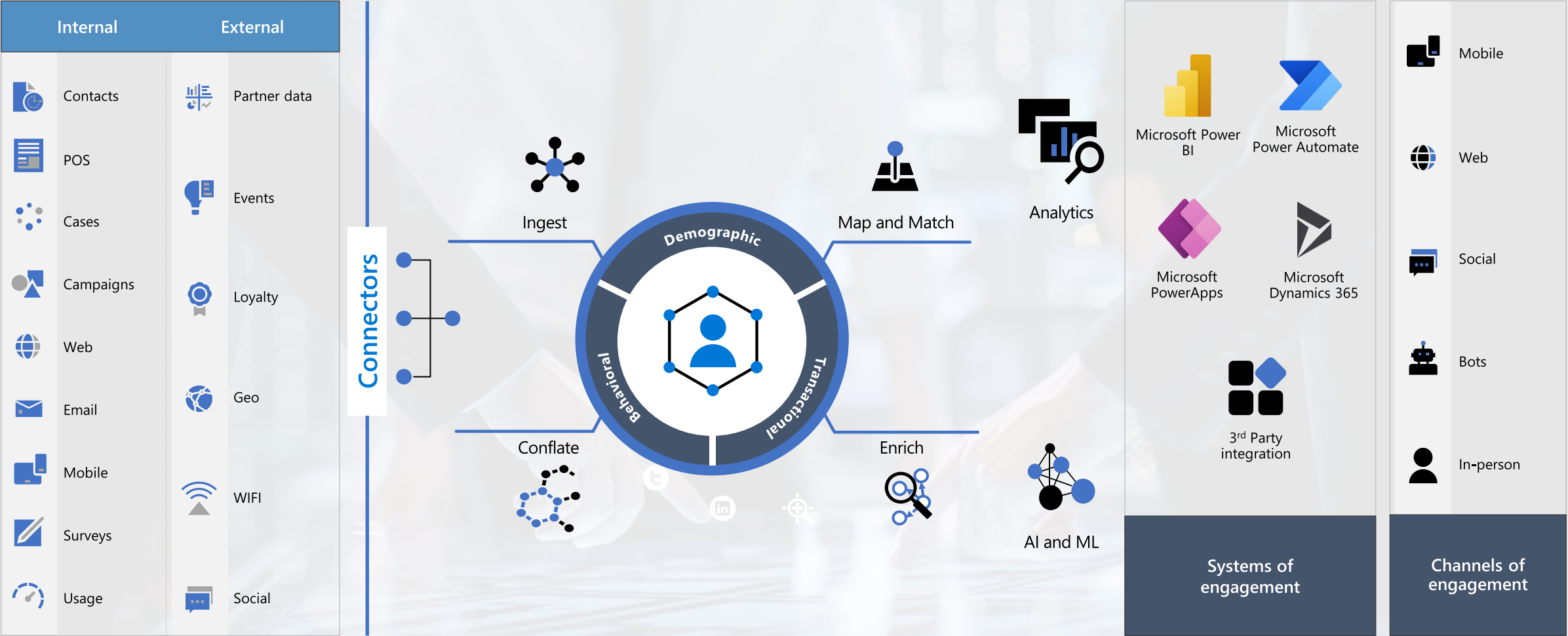


Solution – MS Customer Insights

- ITWorx Provides Solution leverages Dynamics 365 Customer Insights and Power App that unifies citizen data and provides the citizen insights to enable government and public sector to maintain full control over the customer data.
- The solution provides intelligent citizen insights to measure the government services & business performance , citizen satisfaction and proactive business actions
- The solutions provides the capability to run marketing campaigns based on targeted citizen segments



Solution



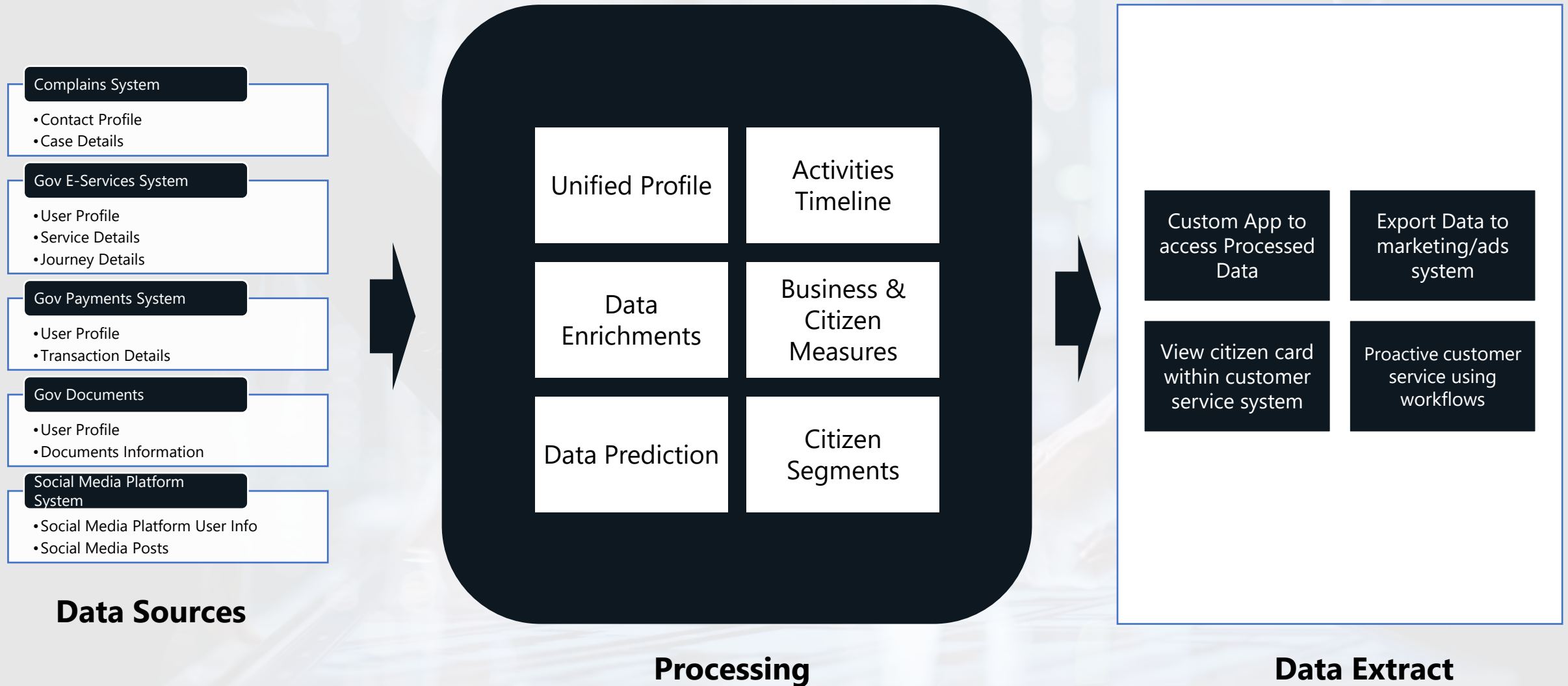
Data

Unification

Insights

Action

Solution – Customer Insights



Power Apps

- Solution uses Power Apps Canvas to display the unified customer profile information and transaction
- This App will be available for authorized users and will provide the following functionalities
 - Search customer records
 - View Customer's Profile Demographic information including Segmentation and Measures
 - View Customer's transaction
 - View Customer's activities timeline
 - Apply row level security on the Unified Citizen records
- This App also allows to perform any data push/sync actions if required

Dynamics CRM

- Demographic Information
- Activities details using Power Apps

Solution

Solution Benefits



Single
Customer
View



Data
Democratization



Agility &
Flexibility



Better user
Experience



Operational
Efficiency



Increase
business
processes
productivity



Increase citizens
satisfaction

Solution

Engagement Plan

Consultation & Assessment (2 Weeks)

- Understand Key Business
- Understand Customer Journeys
- Walkthrough Customer's Data streams
- Define initial Scope of work

Design (2 Weeks)

- Configure Customer Insights Environment
- Build POC using Sample Data streams
- Review POC and feedback
- Define final scope of work

Implementation (Based on Scope of work)

- Define project plan
- Connect to actual data streams
- Implement Data unification
- Configure Citizen 360 Power App
- User acceptance tests
- Production Deployment

Engagement Plan

Contact Us

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Thank You

