



CITIZEN AND MEMBERSHIP ENGAGEMENT WITH MICROSOFT DYNAMICS 365 G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides a Citizen and Membership Engagement service based on Microsoft Dynamics 365 to support organisations in managing relationships, interactions and services for citizens and members through a modern, digital platform.

Microsoft Dynamics 365 provides capabilities for citizen and member portals, case management, self-service and helpdesk services, enabling organisations to deliver consistent and accessible engagement across digital and assisted channels. The service supports government bodies, not-for-profit organisations and membership-based organisations that require secure, scalable and efficient engagement solutions.

The service integrates customer engagement, case management and self-service capabilities within a single Dynamics 365 platform, helping organisations improve service quality, streamline operations and enhance the overall experience for citizens and members.

KEY FEATURES

- Unified Contact Management: Centralises contact information across multiple channels to provide a comprehensive view of all citizen or member interactions.
- Personalisation Engines: Uses AI to tailor interactions based on individual member or citizen preferences and past interactions.
- Event Management: Integrates tools for managing events, including registrations, reminders, and follow-ups.
- Membership Portals: Offers self-service portals for members or citizens to manage their profiles, interactions, and inquiries.
- Feedback and Survey Tools: Facilitates the collection and analysis of feedback for continuous improvement of services.
- Foundation phase for digital platform for citizen and employee services
- Process improvement for all citizen and member facing services
- Citizen portal: fully configurable, secure and self-service web portal
- Case management: repository for capture management
- Artificial Intelligence Citizen interaction chatbot to enhance service delivery
- Social Citizen: social channels into your citizen and member services
- Citizen and member help desk: knowledge articles and case management
- Dynamics 365 Customer Engagement integrates with Office 365 and Azure

KEY BENEFITS

- Enhanced Engagement: Delivers a personalised service experience to citizens or members, increasing satisfaction and loyalty.
- Operational Efficiency: Automates routine tasks and streamlines communication processes, allowing staff to focus on more strategic activities.
- Data-Driven Insights: Provides actionable insights from engagement data, helping to refine strategies and improve interaction effectiveness.
- Scalability: Easily scales to accommodate growth in citizen or member numbers without compromising service quality.

- Drive a quick return on investment while improving citizen engagement.
- Optimise productivity, and quality with automation and self-service for employees.
- Digitalise and speed up manual processes with Dynamics 365.
- Improved help desk and case management for citizens and members.
- Driving down cost to serve citizens for public sector organisations.
- Consistency Across Channels: Ensures consistent communication across all platforms, enhancing the overall experience and reducing confusion.

ADDITIONAL SERVICES

- Discovery and readiness assessments for citizen and member services
- Design and optimisation of citizen and member engagement processes
- Configuration and deployment of citizen and member portals
- Case management and helpdesk configuration
- Integration with existing CRM, ERP and line-of-business systems
- Automation of citizen and member-facing processes
- Reporting and insight configuration
- User training and knowledge transfer
- Adoption and change support
- Ongoing optimisation, support and managed service options

Thank you

Contact:



+44 333 188 7868



enquiries-bizapps@telefonicatech.uk



Telefónica Tech

