

# **Citizen Relationship Management in Public Administrations**

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## White Paper

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# From Customer Relationship Management to Citizen Interaction Platform

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- ▀ What is Citizen Relationship Management?
- ▀ How does it relate to Customer Relationship Management?
- ▀ How does CARMEN contribute to best practice in Citizen Relationship Management?

# Customer Relationship Management

- ▀ Introducing customer-based metrics to *analyse the type of customers* the organisation is serving and the organisation's response to them.
- ▀ Developing or *adapting the organisation's processes* to serve customers
- ▀ Providing *comprehensive customer support*, including the provision of information about services, the collection of feedback, and the handling of complaints.
- ▀ *Tracking the interaction* of all aspects of customer interaction related to the provision of services.
- ▀ Providing the tools to give an *overall view of customers* and the provision of services.

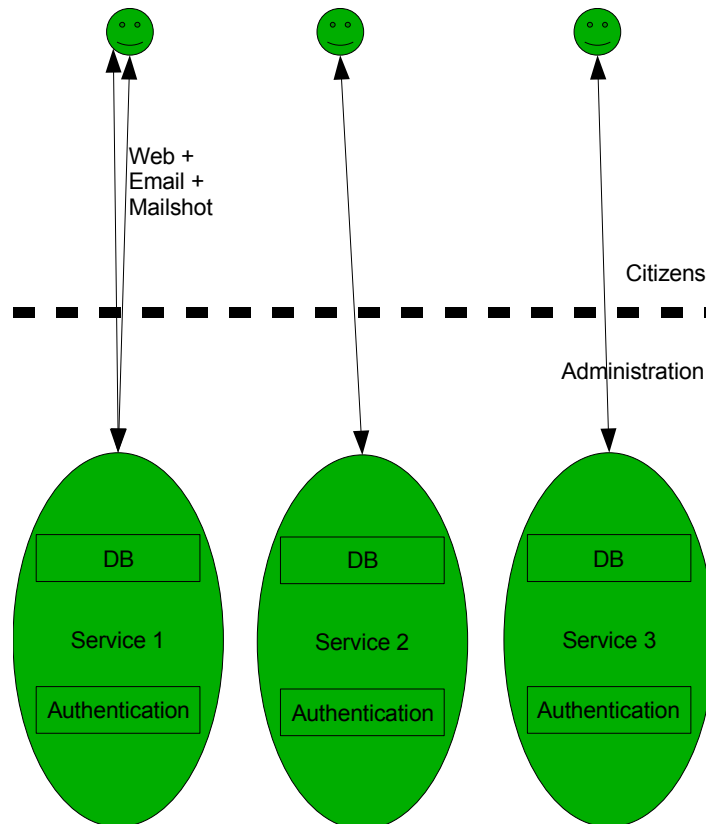
## The Situation in Public Administrations

- ✦ The citizen is often *legally obliged to use the service* or the administration is a monopoly provider of the service.
- ✦ The public administrations are more likely to have *regulations* regarding the handling of citizen data.
- ✦ Different public administrations are *not commercial competitors*:
  - They should share experiences and software.
  - They may exchange citizen's data.
- ✦ The *citizens*, through the government institutions, are ultimately the *owners of the administrations*.
- ✦ *Differential marketing is likely to be resented*, and may be illegal.

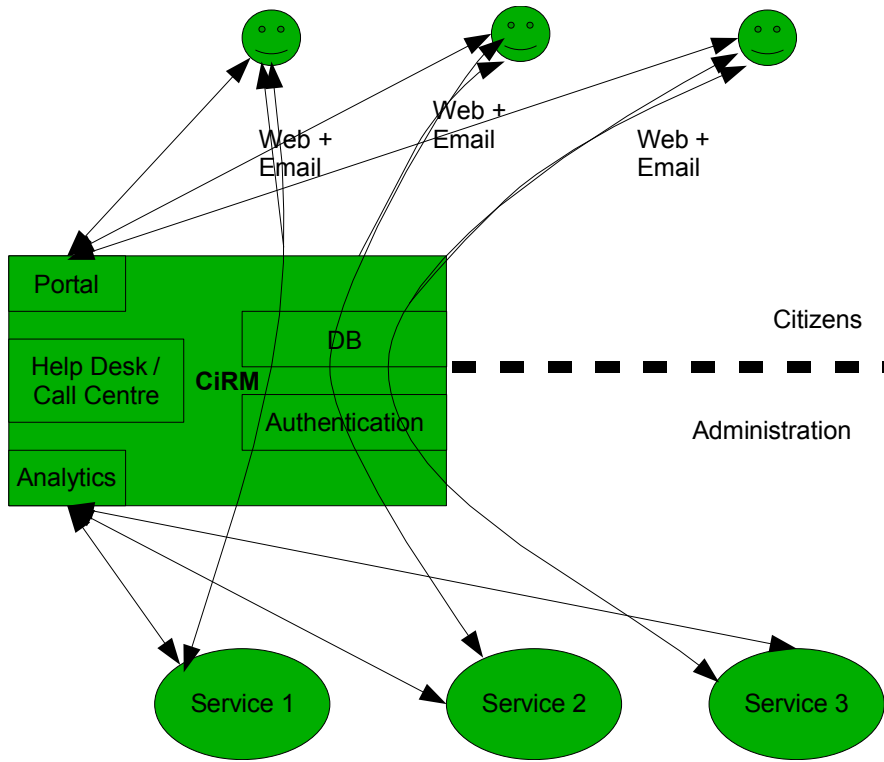
## **Citizen Relationship Management in Practice**

- For example:
  - Data can be captured once but reused often
  - Citizen preferences can be identified through analysis of past interactions
  - Services can be personalized based on geography, life stage, or specific eligibility requirements
  - Applications, filings, payments, or other interactions can be simplified by enabling them on-line
  - Automatic notification of due dates, for processes that may be transacted on-line
  - Data can be shared across government agencies and levels in order to facilitate dealings with the citizen
  - Quick detection and prevention of identity theft.

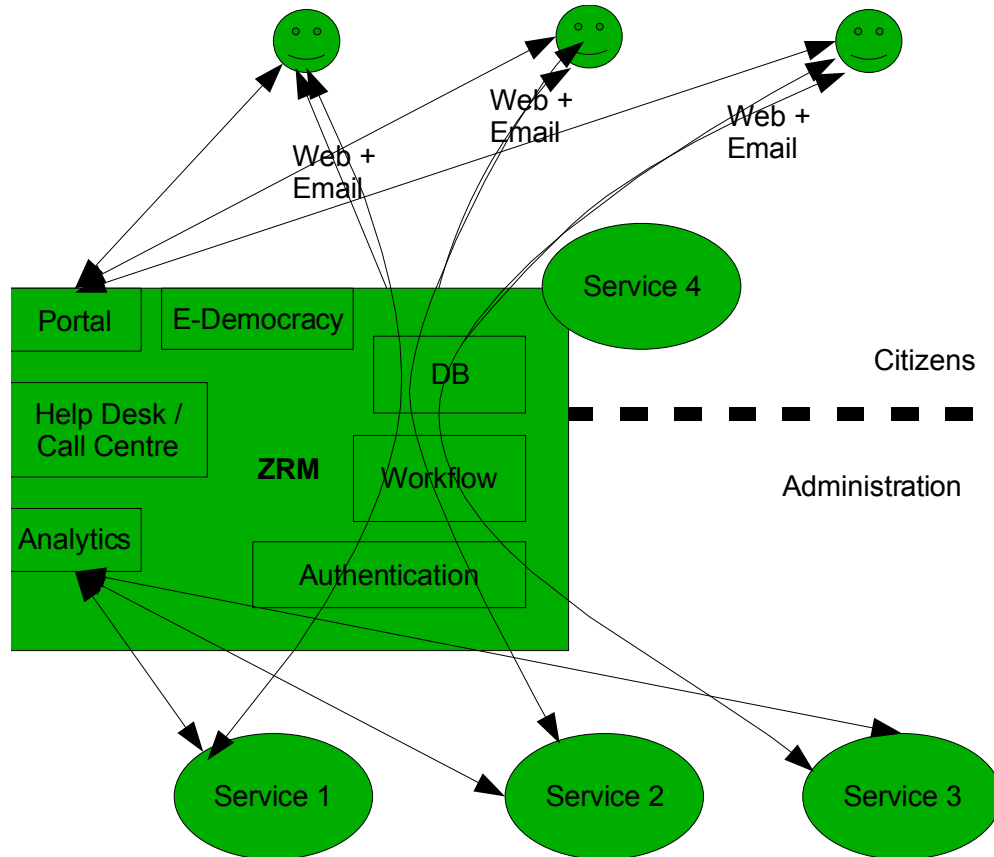
# Before CiRM



# After CiRM



# Towards a Citizen Interaction Platform



## Uncertain Future

- ✦ Cluetrain Manifesto – 95 theses:
  - *Most marketing programs are based on the fear that the market might see what's really going on inside the company.*
  - *We are waking up and linking to each other. We are watching. But we are not waiting.*