

Case Study:



MENDOZA
GOBIERNO

“The implementation of Collab’s OneContact has simplified citizen service management. The ability to unify multiple channels has allowed us to personalize our routing strategies towards improving the service to the citizens of the province of Mendoza.”



cirion
Collab.

Summary

Cirion Technologies harnessed Collab's OneContact technology to enhance the Provincial Government of Mendoza's Contact Center services. This initiative proved to be a key element in starting the digital transformation efforts aimed at improving citizen services throughout the province of Mendoza. Through the adoption of this omnichannel solution, the government achieved a significant evolution in its traditional service approach by incorporating multiple options for interaction and engagement with its citizens.

OneContact extends its capabilities beyond traditional phone calls. It enables communication through various platforms, including Facebook, WhatsApp, and web-based voice calls, among others. These functionalities allowed the Attention and Citizen Management area of the Government of Mendoza to offer a comprehensive, consistent, and accessible service to the community. This flexibility allows them to engage with citizens through their preferred and most convenient communication channels.

Background

As part of its ongoing commitment to enhancing citizen services, the Mendoza government sought to transform its service center into an omnichannel platform, with the goal of elevating the citizen experience. They aimed to offer an improved service to citizens by providing multiple communication channels to meet their needs more efficiently and effectively.

The Project

One of the most valued aspects of OneContact is its flexibility and ability to integrate with other platforms through APIs. It not only allows access to the information that the Government provides to citizens for different public procedures, but it also connects to cognitive services to automate responses to FAQs, the status of procedures, appointment management, etc.

This provided citizens with the possibility of self-managing their inquiries, reducing the time to access the required information, and improving the citizen service experience. The functionalities of the OneContact platform have allowed the Government of Mendoza to optimize its internal processes, as well as to design and implement efficient routing strategies in the referral of inquiries and specific attention to the departments, areas, divisions, or most suitable individuals.

Company Name: Gobierno Mendoza

Partner: Cirion Technologies Argentina

Contact Person: Carina Rosas,
Directora de Atención y Gestión
Ciudadana, Gob Mendoza

Location: Argentina

Agents: +100



Biggest Challenge

Improved customer service in multiple touchpoints



Technology Used

- OneContact CC



Key Benefits

1. Digital Transformation
2. Fluid, agile & efficient communication
3. Unified platform
4. Improved experiences in public services

Results

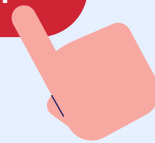
The OneContact technology has played a key role in the Government of Mendoza's ongoing journey towards Digital Transformation. Their goal is to establish smoother, more fluid, agile, and efficient communication with citizens across the entire province. This strategic adoption enables the government to maximize the full potential of Collab's solution, ultimately enhancing the overall experience of delivering public services through the Citizen Service and Management Center of Mendoza province.

"As the director of the "Attention & Citizen Management" area of the Government of Mendoza, we have observed that the implementation of Collab's OneContact has simplified citizen service management. There is still much to develop and integrate to have an effective tool, and it is crucial that it adapts to the digital transformation model that is being implemented. We are working to have reporting that meets our needs and allows us to obtain indicators that are easy to read and quickly visualized for decision-making. Although there were challenges during the integration, the ability to unify multiple channels has allowed us to personalize our routing strategies towards improving the service to the citizens of the province of Mendoza."

Carina Rosas, Directora de Atención y Gestión Ciudadana, Gob Mendoza


Check Out our website!

collab.com





Collab Headquarters:

Avenida D João II, N. 51 - Bloco B, 2nd floor C
1990-085, Lisbon , Portugal

 collab.com

 info@collab.com

 +351 211 248 678

 +44 2037 501244