



UNIONE EUROPEA
Fondi Strutturali e di Investimento Europei

National Operational Programme on Metropolitan Cities 2014-2020

Dime

Venice Citizen Relationship Management (CzRM) Platform

Comune di Venezia

Smart City ExpoWorld Congress | Barcellona, 19-21 /11/2019

Venezia



The City of Venice promoter of digital innovation

Since the '90s
«digital innovation is inside us»

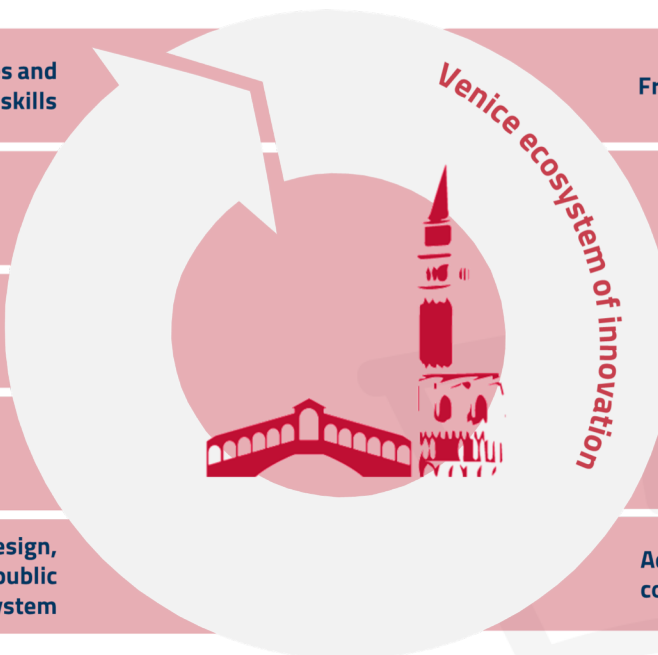
Provision of easily accessible services and promotion of digital skills

Open government and e-government policies and programs

Winner of several National and international Awards for digital innovation

ICT investment for a "truly digital society" with Digital Citizenship projects

Birth of *Venis* (IT Municipal Company) for the design, implementation and management of an integrated public IT system



Free wifi for citizens and city users

Unwavering commitment in Public Administration digital switch-over

Right to full digital citizenship as enshrined in the City Statute

Connections between municipal offices, municipal companies and universities made possible thanks to the city's broadband network infrastructure

Advanced universities and research centers' major contribution to the city's digital growth

Venice Citizen Relationship Management (CzRM) Platform

The City of Venice created a multi-channel and multi-platform system for the provision and management of information services, devices and transactions for both citizens and business. The platform, called "DiMe", represents **the main access point to the public services** offered by the Municipality of Venice and the Municipal Companies.

"DiMe" has **two integrated components: the Digital Touchpoint and Contact Centre**. The CzRM system allows the Administration to trace all interactions between users and Venice Public Entities, to know better its citizens' needs and to improve consequently its policies.

Digitally experienced users



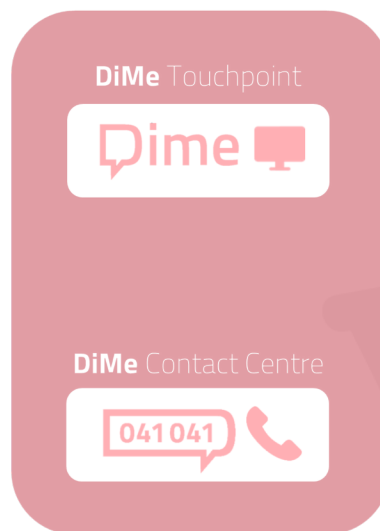
WEB/MOBILE



Users requiring
dedicated assistance



TELEPHONE/EMAIL



Request tracing
through the CzRM
System

Access to public services
offered
by the City of Venice and its
Municipal Companies

CzRM Platform “DiMe”: moving into digital transition

1. Co-design

Target analysis and survey on target users: identification of needs and codesign

2. Re-engineering

Selection of services to reinvent and digitalize

3. Technological development

Development of the Citizen Relationship Management Platform

6. Fine tuning

Platform improvement and integration of more services up to the end of the experimental stage

5. Implementation

Technological support to internal and external users

4. Preparatory training

Training and change management prior to “go-live” addressed to internal resources

Starting of the experimental stage: “DiMe” (Touchpoint + Contact Centre) goes-live with a first set of services

7. Day-to-day management

Definition of a new organizational model for the CzRM Platform managing system

8. Performance monitoring

Guidance and accompaniment post “going-live” for operational management

9. Expansion and spread

Efficiency and quality monitoring and performance reporting

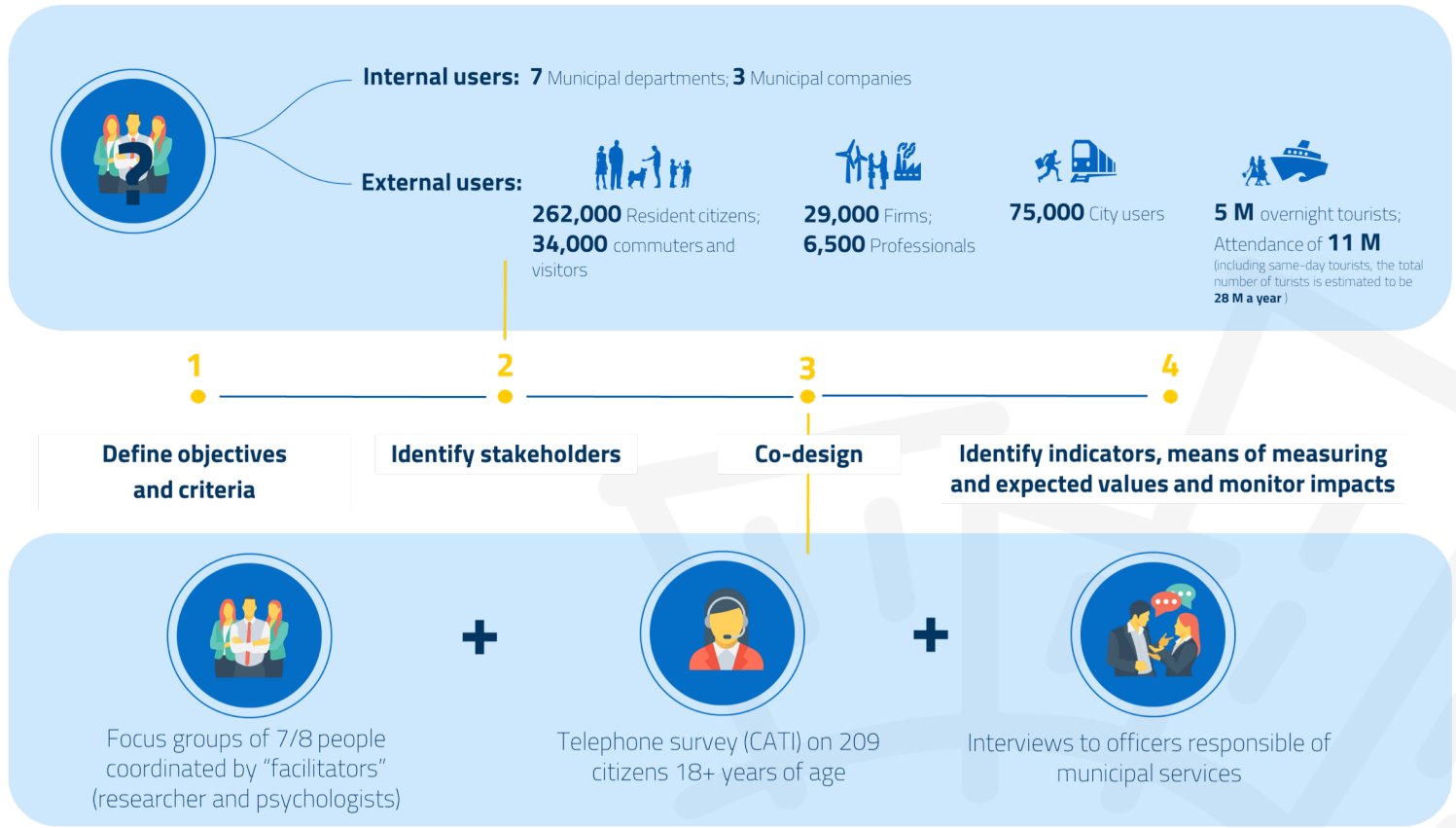
Sharing and spreading best practices through Communities of practice, advertising campaigns, DiMe Corners

> *Co-design*

Designing services along with users

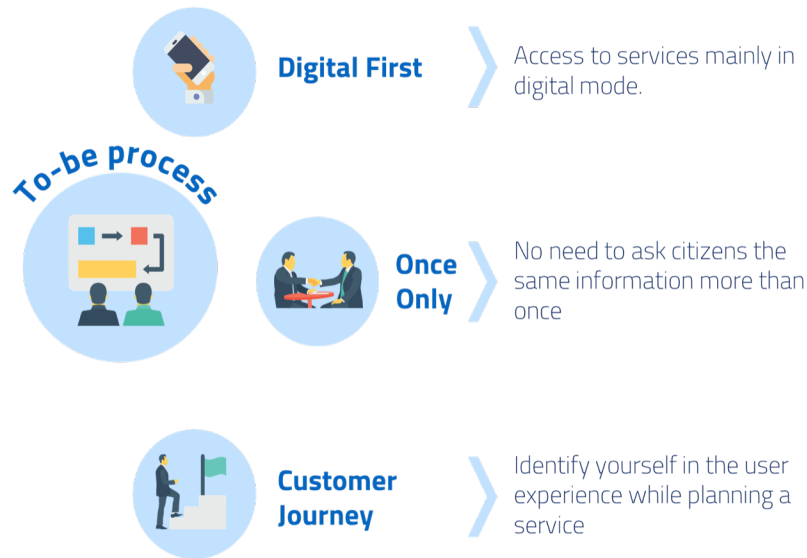
ERUDITE
Interreg Europe

SEROI +
method

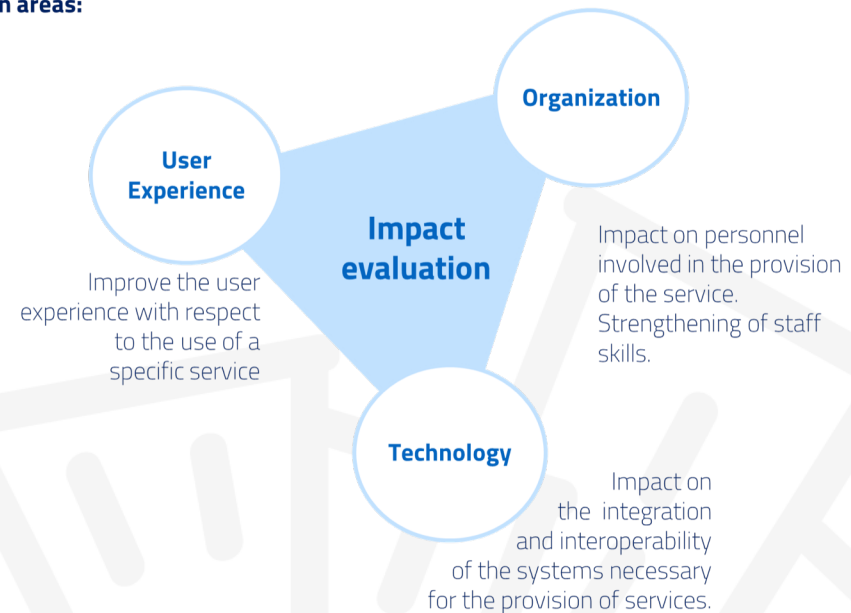


> *Re-engineering* Approach to process analysis

The processes are analyzed considering three principles:



The processes are defined with the aim of analyzing and minimizing the impact on 3 main areas:



To-Be processes are formalized through an appropriate modelling language and accompanied by a detailed description

> Technological development

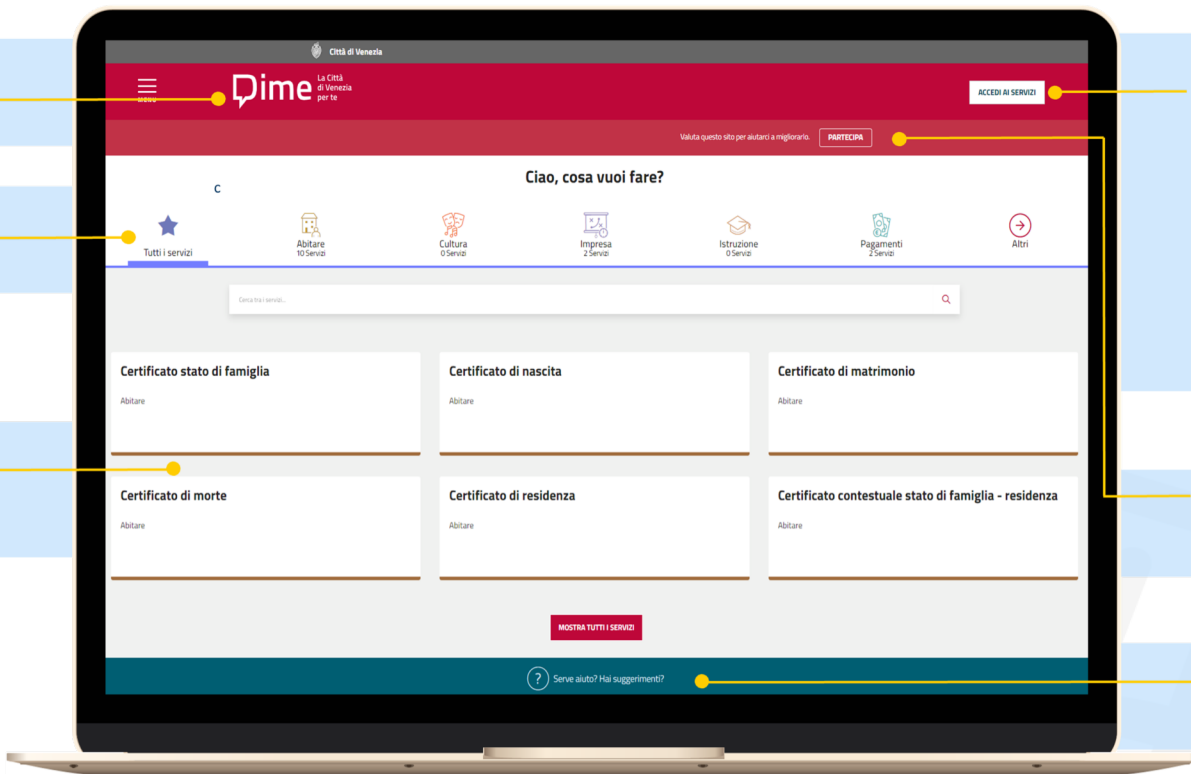
Development of "DiMe Touchpoint"

<https://dime.comune.venezia.it/>

Single access point to public digital services

Various categories

Available services: 19 as experimental release and increasing (34 as at today)



Reserved area where users can login through SPID (Public digital identity system) and use additional services such as «carried out operations» or «personal agenda»

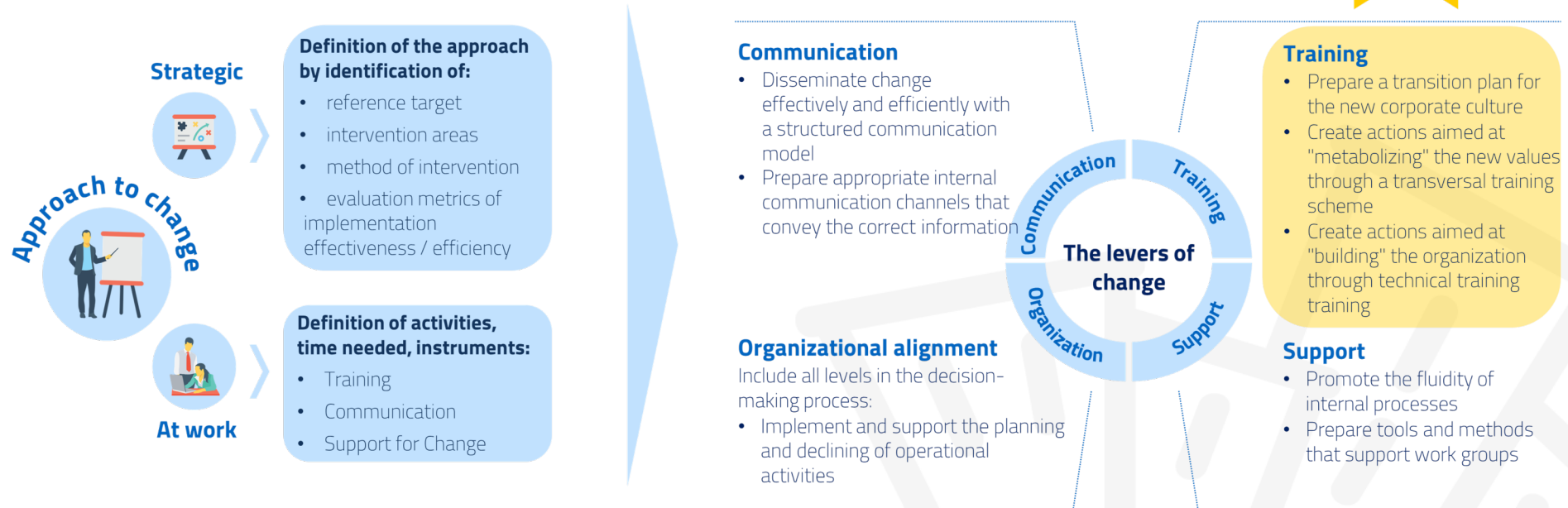
spid Sistema Pubblico di Identità Digitale

An evaluation form dedicated to the website evaluation and user advice provided

Single E-mail and phone number to assist users

> Preparatory training

Change management process



> Implementation

Approach to the service

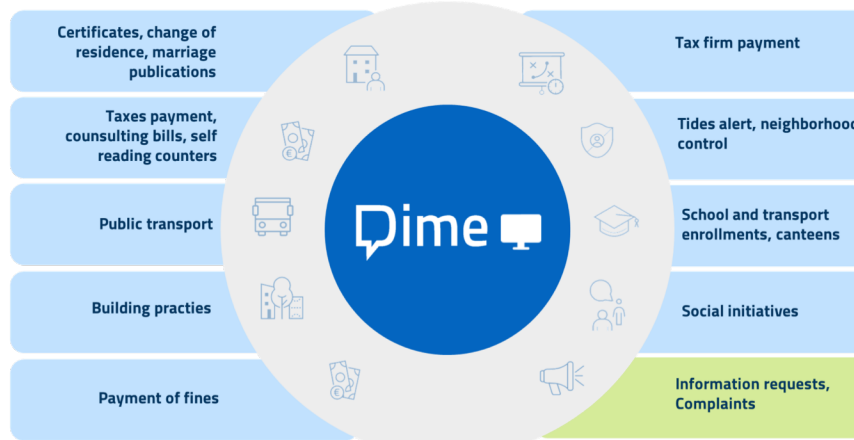
Digitally experienced users



DiMe Touchpoint



All digital services available at <https://dime.comune.venezia.it/>



<https://iris.comune.venezia.it/>

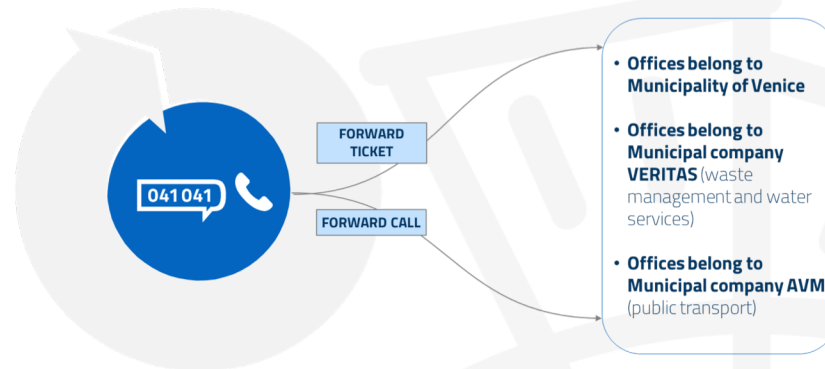


Complaints about service maintenance and urban decor

Users requiring dedicated assistance



DiMe Contact Centre

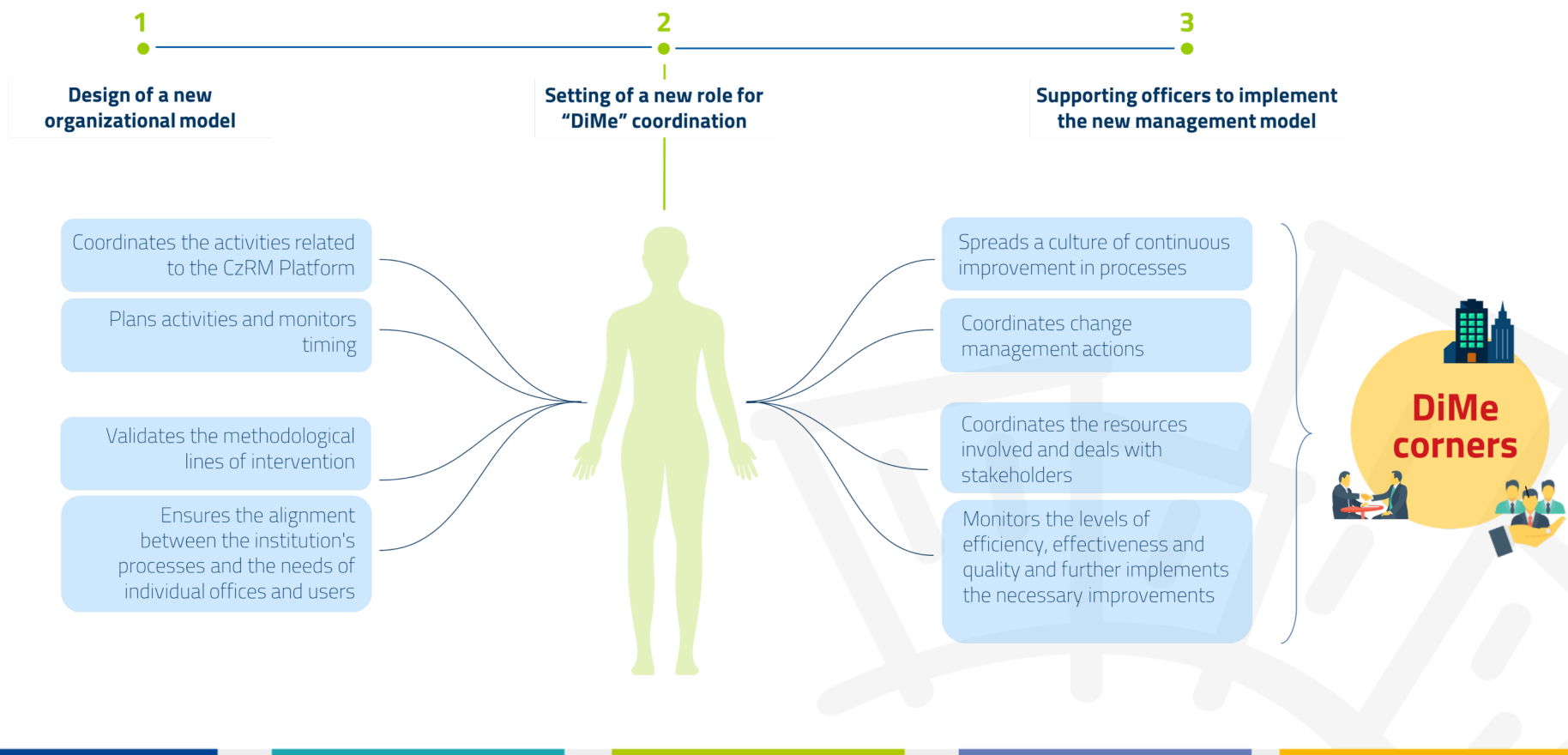


General information about all local public services

Specific information about all local public services

> *Day-to-day management*

A new role for “DiMe” coordination



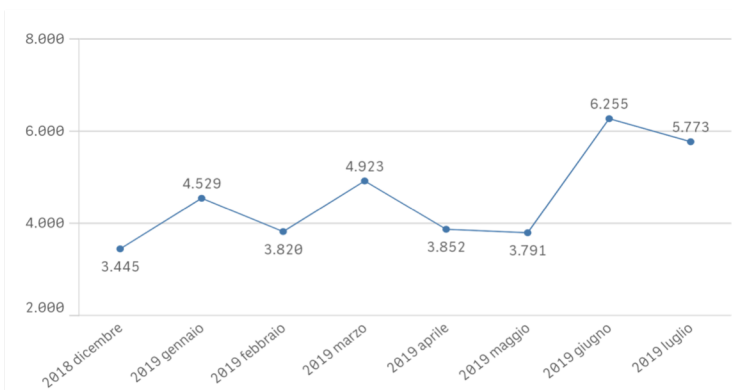
> *Performance monitoring*

Data reporting

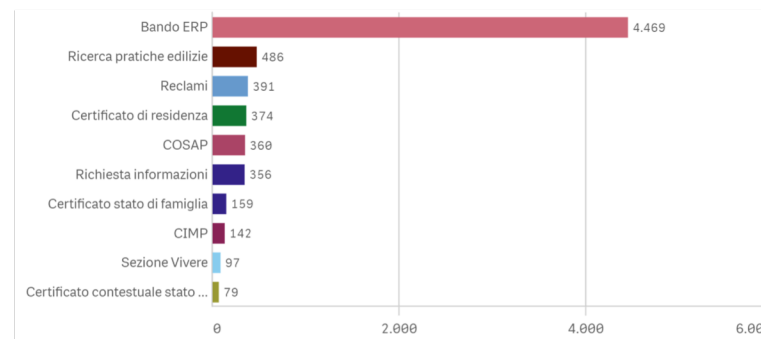


ACCESSES to DiMe Touchpoint (December 2018 / July 2019)

36.388



Numers of accesses to DiMe Touchpoint



Accesses distribution concerning the top ten cards of DiMe Touchpoint



CERTIFICATE released from DiMe (January 2019 / August 2019)

6.975

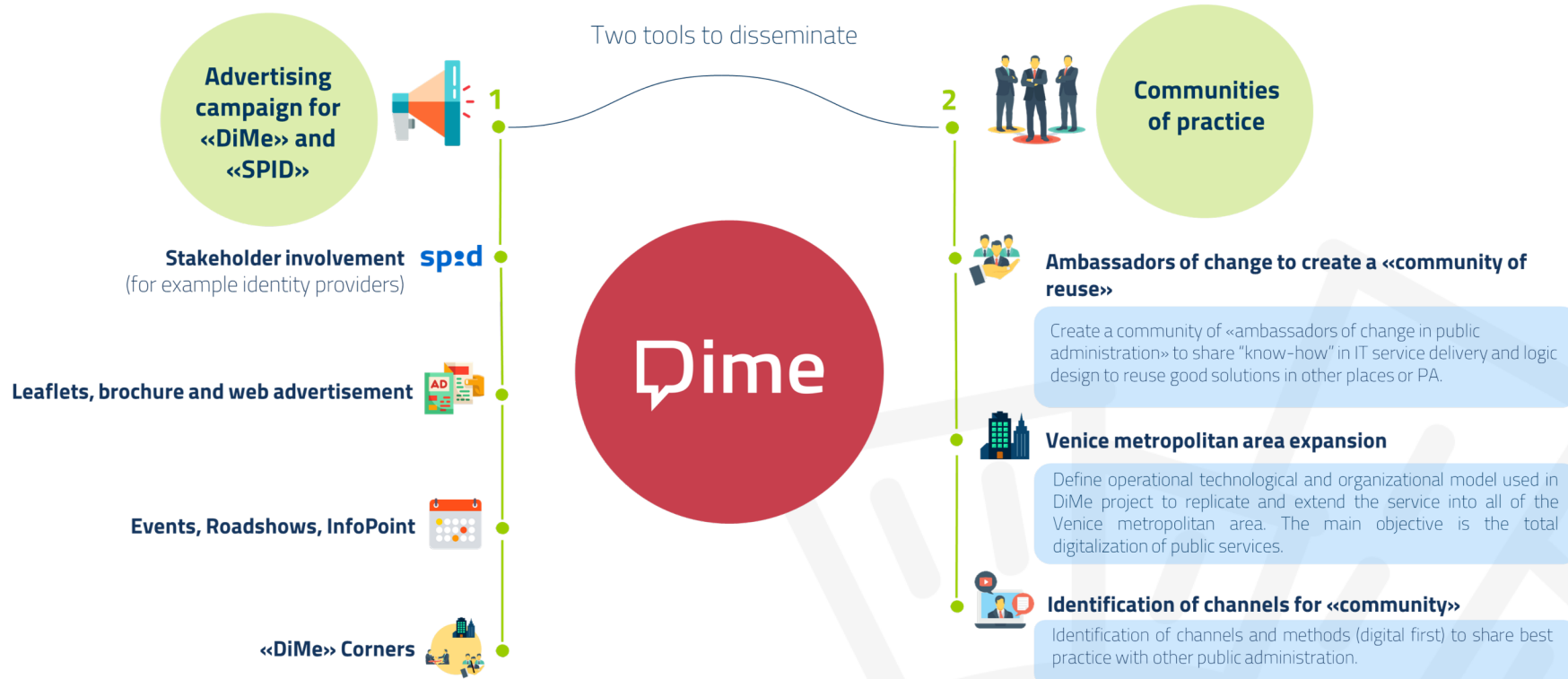


CHANGE OF RESIDENCE required from DiMe Touchpoint (January 2019 / August 2019)

55

> *Expansion and spread*

Sharing and spreading solutions and methods





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Thanks for your attention !

www.comune.venezia.it/ponmetrovenezia

Venezia

