



City of Cologne

Municipal call center with integrated knowledge management system

Local authorities today are faced with an everincreasing number of requests from private citizens and the business community alike, and the complexity of the inquiries as well as the expectations of callers are rising at the same time. For the City of Cologne – the fourthlargest city in Germany with just over one million inhabitants – its citizens are the hub around which the work of local politicians and administrators must revolve. It is the city's declared aim to handle the large number of service requests it receives every day in the most professional and efficient way possible. Siemens IT Solutions and Services has ensured that Cologne can deliver on this promise by connecting the city's switchboard to a powerful call center system, which is scaled to local requirements, and integrating an advanced knowledge management system.

The project

We implemented the "Call Center Cologne" solution, including integration of knowledge management,

within a space of only four months. Now, up to 250 call center agents working for the City of Cologne are handling calls and e-mails, as well as answering inquiries directly or documenting them for further processing. In cases where a query cannot be answered immediately, it is categorized by the call center system and then forwarded to a back office expert or to the appropriate department. The citizen or company making the inquiry can contact the call center to check on the status of their inquiry at any time.

The challenge

- Analysis of the call center processes required by the City of Cologne followed by adaptation of the Siebel Call Center solution
- Connection of the database maintained by Cologne's residents registration office
- Encryption of resident data to conform with data protection law
- Integration of the knowledge management system "Knowledge Desk"



Katrin Koerdt,
Call Center manager
for City of Cologne

"The introduction of the Siebel Call Center means the City is able to respond ultra fast to requests, and supply citizens and visitors with accurate and individual information services. In a very real sense, the system has made Cologne an even more attractive location for residents and businesses."

- Connection of the call center system to the telephony system (CTI), including e-mail integration

Benefits to the City of Cologne

- Improved service to the public through shorter processing times
- Better image and higher service quality
- Lower costs
- Increased efficiency through simpler and faster processes
- More efficient use of resources:
Over 80 percent of inquiries can be answered by call center staff with the aid of the knowledge management system, all other inquiries are immediately passed on to the person or department responsible
- Higher motivation for municipal workers

Benefits to the citizens of Cologne

- Faster and better information
- A single point of contact for all municipal business
- No long waits at municipal offices

The solution

We based its municipal call center solution for Cologne on Siebel Call Center 7.5.2. Existing data on residents can be loaded into the call center system via an interface to Cologne's residents registration database. The sophisticated team concept ensures that inquiries which cannot be answered immediately are forwarded to the city's clearing center or to the appropriate department. Inquiries which are still open are escalated automatically. All departments involved can check on the current status of an inquiry at any time.

Our services

On the basis of a standard product, we created a solution tailored to the needs of a municipal call center with up to 250 agents, and successfully deployed the system.

- System and technical design
- Adaptation of Siebel Call Center to the special needs of a municipality
- Connection of KEWIS resident database
- Integration of knowledge management tool "Knowledge Desk"
- Connection to Avaya telephone system
- Deployment and roll-out of complete system
- "Train the Trainer"

Technical base

- Siebel Call Center 7.5.2
- Avaya Definity G3R Rel. 10
- Knowledge management tool "USU Knowledge Desk"
- Windows 2000 Server, Service Pack 2
- Oracle database 9.0.1.3.1
- Internet Information Service 5.0
- Reports Server Actuate 6.0



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