



INTEGRATED CITIZEN CONTACT CENTRE

Asistencia técnica de Estados Unidos para que Colombia pueda superar los obstáculos comerciales y mejorar sus normas

GENERAL INFORMATION

Experience: Integrated citizen contact Centre

Country: Saint Lucia

Coordinating Institution: Ministry of the Public Service, Information and Broadcasting

Other institutions involved: Government Departments

Duration of the experience: September 2014 to present

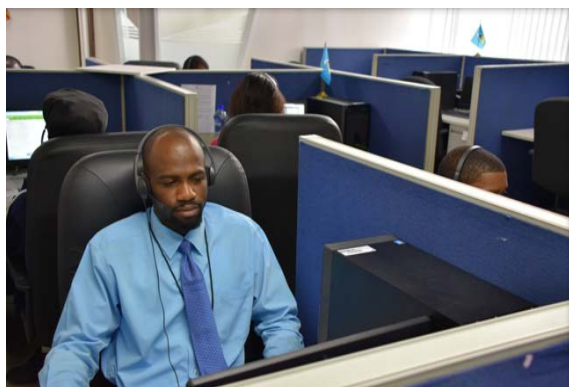
Webpage: www.govt.lc www.311.govt.lc

Area of the successful experience: ICT for Economic Development

DETAILED INFORMATION

1) Description

This Citizen Contact Centre seeks to establish an all-purpose facility persons could easily access through a three-digit toll free number; 311. Contact Centre Agents answer calls and efficiently direct customers to the information or resources they need.



The Centre is open from 7:00am to 7:00pm Monday to Friday with agents working per scheduled shift. The centre accommodates both English and Creole callers with Staff fluent in both languages. The initiative aims to achieve the following objectives:

- Provide swift and more accessible government services through the use of a multichannel contact centre services.

- Improve citizen communications with Government Services by offering channel of choice, call services, news feeds, text messaging, social networking, interactive voice response and balancing with commonplace technologies to maximize inclusion and utility.
- Obtain an appreciation and understanding of citizen priorities and community issues through data generated by the multi-channel contact centre.

2) Beneficiaries

The Beneficiaries include local citizens and regional investors needing access to Government Services and requiring immediate responses and/or direction.

3) Implementation

The Contact Centre Agents were made to undergo intensive training in preparation to providing services to citizens. The training included Customer Service, Voice and speech, Communication, Process Mapping, Emotional Intelligence and Smart stream Financials.



Ministries and their Departments and Agencies were included in a phased basis from Phase 1 to Phase 3. The role of each Ministry included providing documentation on processes and programs to the Contact Centre. The Contact Centre Agents mapped these processes in training sessions.

A Citizen Survey is soon to be established to capture the needs of the citizens. The results will assist in the formation of a means for continuous citizen engagement, comment and complaint platforms and to initiate special project feedback and other two-way interactivity.

4) Accomplishments and Results

To date the Contact Centre receives an average of 160 calls daily from citizens needing access to resources from various Government Departments. A Call Monitoring application produces data in Real-time and also generates historical reports, thereby providing management with information on Centre’s performance, hourly, daily, weekly etc. This information enables decisions to be made in terms of staff scheduling and citizen demands.



The Contact Centre facilitates inbound and outbound calls. Some examples of customer queries received by the centre are as follows:

- Status on personal and corporate payments
- The requirements to obtain birth, marriage, and death certificates.
- The status of drivers’ licenses.
- The requirements to obtain a passport.
- Assistance with on-line filing of taxes

- Information on taxes and exemptions
- Requirements to opening a business
- Routing calls to personnel in all departments.

The Outbound Call facilities are as follows:

- The Centre Agents contacts citizens regarding collection of licensed cards already processed and reminded citizens of licenses due for renewal.
- Call Backs are made to customers as follow-up to requests.

The outbound Call Context contributes to increased productivity in the Department of Transport and the Treasury Department in particular, by allowing staff in the various Ministries to focus on duties without interruption whilst agents provides information and routes calls accordingly.

5) Main contact information:

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6) Additional contact information:

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The collection of experiences showcasing successful projects implemented by stakeholders in countries of the Americas is one of the most important tasks of the Inter-American Competitiveness Network (RIAC). There are more than 200 experiences available in the Signs of Competitiveness in the Americas Reports 2012 -2015: www.riacreport.org.

The Organization of American States (OAS) serves as the RIAC Technical Secretariat to facilitate the knowledge sharing between countries, multilateral and academic institutions. The experiences and intellectual contributions presented by RIAC members for the 2015 Signs of Competitiveness in the Americas Report will provide valuable input for the RIAC Annual Meetings and the panel discussions during the IX Americas Competitiveness Forum (ACF) to be held in Guatemala City, on November 16-18, 2015.

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