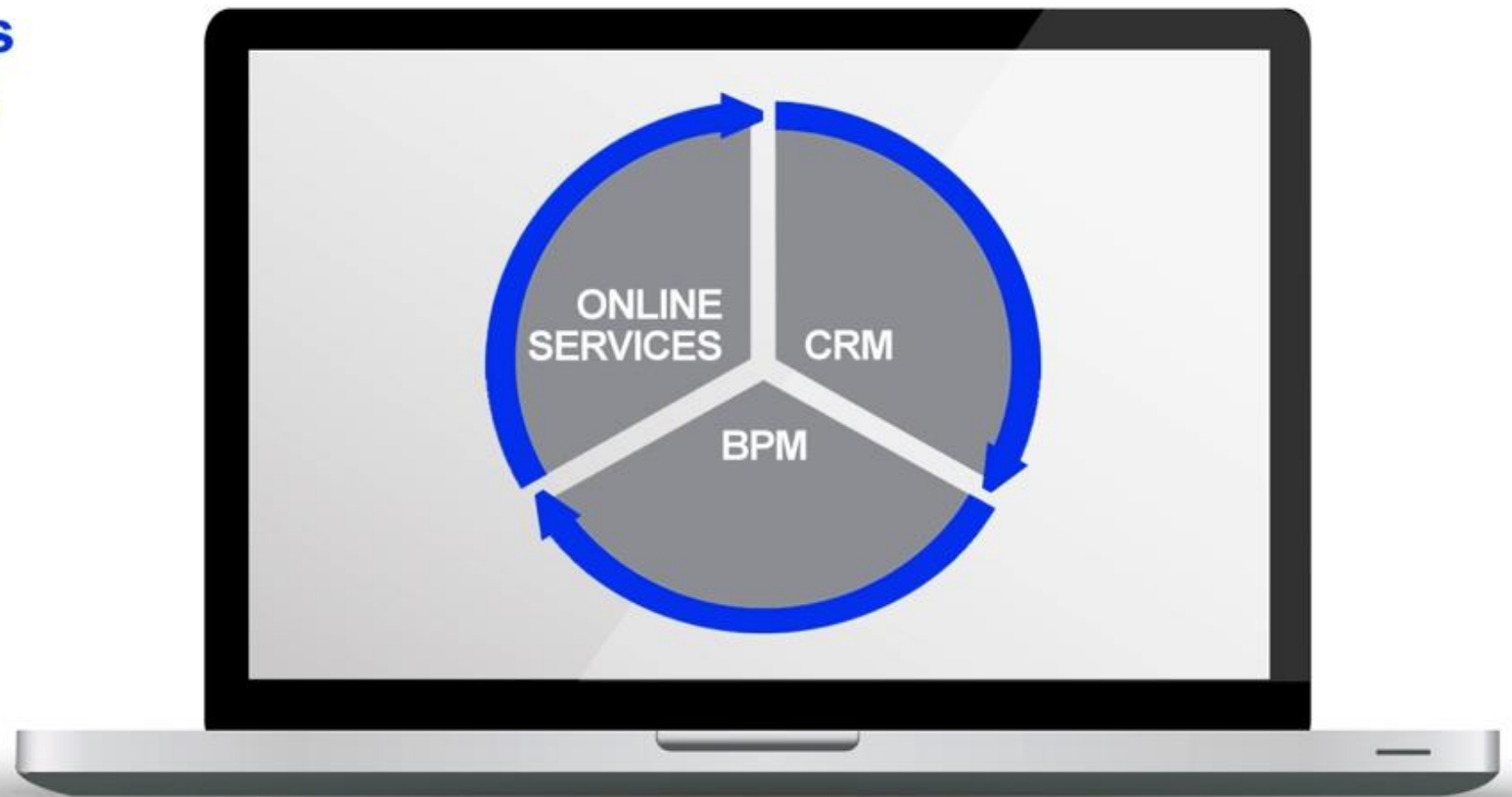


e-services

Municipality of Setúbal > Showcase



**Analysis of e-service areas
directly related to citizens.**







In the municipality of Setúbal, we understand CRM as **Citizen Relationship Management**.

The CRM process begins with a profound analysis of customer behaviours and singularities, so that their habits and needs can be understood. That is how advertising campaigns and marketing strategies are created.

CRM



CRM STAGES

CRM is a cycle with three basic phases.

Stage 1 - The first stage is about knowing the citizen:

- > Who are you?
- > What is your level of participation?
- > What business areas are you interested in?
- > Which public attendance services do you use?
- > Which source channel do you use?
- > Where do you come from?
- > What are your interests?



CRM STAGES

Stage 2 - The second phase consists in planning marketing campaigns and in interacting with the citizens, based upon the information obtained in phase one.

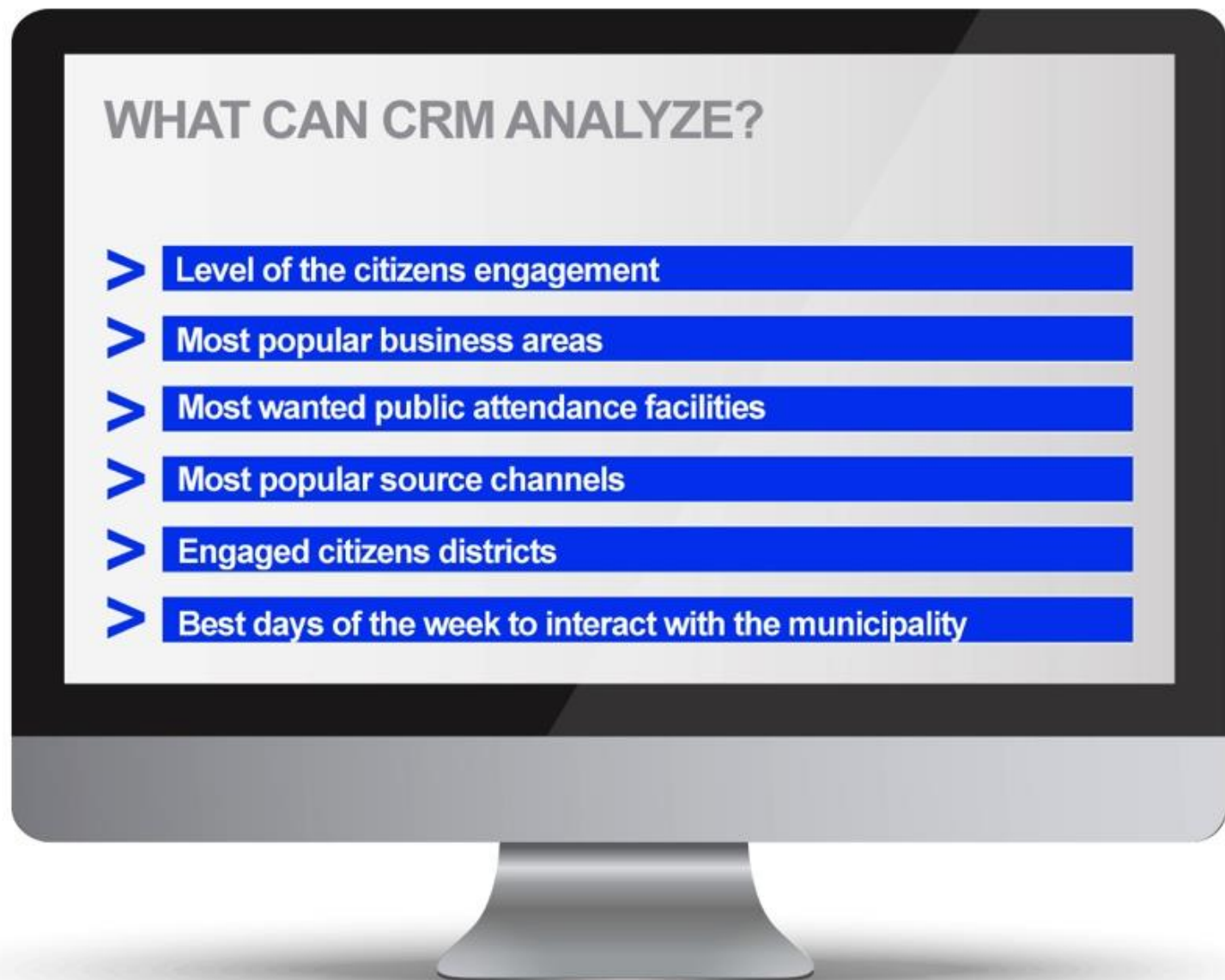
Finally, in **Stage 3**, the marketing strategies are executed.

CRM

CRM also allows us to obtain some helpful information for the improvement of services.



CRM also allows us to obtain some information, helpful in the improvement of services.



WHAT CAN CRM ANALYZE?

- > Level of the citizens engagement
- > Most popular business areas
- > Most wanted public attendance facilities
- > Most popular source channels
- > Engaged citizens districts
- > Best days of the week to interact with the municipality



ASSOCIATIVE MOVEMENT

CRM allows us to obtain more information than just citizen data. Collectivities also play an important role in the municipality. And so, the associative movement module can help us better know the existing entities.

In addition to the input of collectivities general data, the CRM lets us know their activities, their facilities, what assistance the municipality has provided, their filiations, their social bodies and so on.

PARTICIPATION



Another module is direct citizen participation. Citizens express their thoughts through complaints, opinions or suggestions. And this leads to a problem. Having multiple source channels, different applications and the same complaint registered in various services results, sometimes, in several answers to the same question.

CRM is the solution. Despite the different forms of registering a complaint, they are all listed in the same platform. Thus, it is possible to unite in one single application all the information necessary to understanding what the public wants and to share it between different services.

Having all the information regarding a participation in a single place also permits that only one service is responsible for the communication with the citizen.



COMMUNICATION

The communication module consumes all other modules.

It is a tool to relate with each citizen in a single way, knowing what each person needs or even appreciates (exhibitions, culture, sport, education and so on).

Communication can be done through different channels: by email, phone, short message, letter, newsletter, etc.

It ensures that the public will only receive at home one copy of a publication (events guide, health guide, etc.). Another problem that will disappear is the multiplicity of registrations regarding one person. With this platform all services will, simultaneously, access the citizens' correct data.



NEWSLETTERS MANAGEMENT

This module aims at communicating and managing the municipality's relationship with those citizens not known to us. These citizens do not want to be known, they just want information on the municipality.



Customer Relationship Management (CRM) is a path that has the citizen as the core of the all procedures. In any private or public organization it is essential to know the clients/citizens, in order to comprehend as soon as possible their needs and thus find the right answer.



4 COMMUNICATION TOOLS TO BRING THE MUNICIPALITY CLOSER TO THE CITIZENS

> SetúbalDrive.pt

With 7 websites online (news broadcasting, cultural equipment, tourism and environment), Setúbal municipality will launch in September a new interactive communication platform. Here the citizens will access a single site with all the information distributed accordingly with what they like or look for. Instead of searching in the seven sites, all that is needed is to enter SetúbalDrive, where one will find the “world map” of Setúbal.



> Chats with the Mayor

Through a Facebook application, citizens are able to chat directly with the Mayor. Discussion forums will be scheduled (previously publicized in social media and networks), so that everyone can ask their questions, give their opinion or participate in thematic sessions (environment, youth, urbanism, and so on).

> Setúbal Drive Portal

Soon, citizens will be able to:

Consult > The phase of their processes > Historic of their bills

Submit > Requests > Urbanism completed processes

Obtain > Offline forms > Legislation > Documentation needed with each specific form > Taxes for each specific request



> Communication on Facebook

Discussion forums will be created and the opinion of all citizens, either pro or against, will be published in the comments box. The communication service will moderate the forums but it is our experience that the transparency and information guidelines have ruled out more negative and damaging opinions. In most cases our intervention is not necessary as other citizens present arguments related to the theme, hence reinforcing the communication.

Another aspect is that the communication through this social network will occur on a 24 hours daily basis, including weekends. Credibility and permanent attendance will help create a respected and participated communication channel.

The Setúbal municipality page is ranked 5th in the Portuguese Facebook open channel pages (in a total of 308 municipalities).



BRANDING

Setúbal. One World.

The slogan is 5 years old and the campaign is based on the touristic promotion. But always keeping in mind that the Setúbal citizens need to feel a connection with the brand efforts. And thus, trust them to publicize it.

This summer we launched a brand campaign over the idea that Setúbal is a fashionable place to live and spend holidays. Here are some examples of how we used the brand.



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Setíbal. One world.
portugal

