



# Success Story

The Municipality of Maastricht takes a citizen-centered approach with Unify's UC solutions



*Gemeente Maastricht*

Unify's OpenScape Voice, UC and OpenScape Contact Center Enterprise solutions enhance Maastricht's citizens' access to municipal services. Neighboring municipalities equally enjoy its advantages through its Shared Service Center.

## **The Task**

When the municipal council of Maastricht, the Netherlands, moved its administrative offices to the brand new Mosae Forum shopping and office complex, comments about poor accessibility and responsiveness by its civil servants started to arise - attracting some negative press in the news. The old mobile voice solution originally installed proved insufficient to efficiently cope with the call load needed for assistance. Many calls were often transferred several times, creating a poor customer service image for the council.

## **The Solution**

- Fully redundant, geo-separated OpenScape Voice
- OpenScape UC Application for quicker, more efficient collaboration
- OpenScape Contact Center Enterprise to enhance responsiveness and assure speedy routing to the right person
- OpenScape Mobile (OSMO) to make essential functionalities available on mobile devices
- OpenScape Xpressions for easy messaging

## **The Benefits**

With Unify's OpenScape UC, the municipality has gained an effective communications system that forms part of the truly citizen-centered approach it is striving for. Calls are now quickly reaching the right people, resulting in happier citizens. Contact center agents and other employees alike have a better view of who is available in a department, so calls can be directed more efficiently and calling in vain can be avoided. User-friendliness assures quick adoption by employees.

Maastricht's Shared Service Center offers neighboring municipalities the chance to equally benefit from the OpenScape solutions, as the software switchboard can be placed in the cloud and the "pay-as-you-use" formula makes it easy to add and remove users as needed. A major benefit for the neighboring municipalities is the access to the much larger back-office of Maastricht, and the ability to see which employees are available via the UC "presence" feature.

# OpenScape UC with Contact Center Enterprise solution optimizes customer service

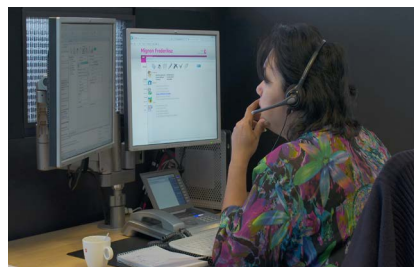


## The challenge

Not long ago, every municipal council in the Netherlands was struggling to effectively support caller inquiries. They needed a solution to help them realize superior customer service similar to commercial businesses or other customer-centric organizations. So the Municipality of Maastricht made it a high priority to optimize the services it delivers to its citizens. "Communicating is very important to us," says Enno Soeren, Director of the Shared Service Center at the municipality. "We are a network organization with a broad scope, with many employees working at various tasks. In order to maintain good contact with our customers - the citizens - we need good communications channels."

Maastricht is a medium-sized municipality in the country's far south with a population of over 121,000. It is also the capital of the province of Limburg. The combined catchment area of Maastricht and its neighboring municipalities of Eijsden-Margraten, Gulpen-Wittem, Valkenburg and Meerssen increases the citizenship to

almost 200,000. When the council's administrative offices moved to a brand new shopping and office complex, the municipality deployed a mobile solution to answer the needs of a flexible office concept in which most employees can work anywhere they wish. Unfortunately, it proved to be a technically flawed system which resulted in repeatedly lost or misdirected calls, creating a bad image for the municipality.



## Reaching the right desk

The Municipality of Maastricht has now made citizen service a high priority, and with help from Unify, the municipality has succeeded in directing callers to the right "desk" - optimizing the many services

they deliver to their residents, and improving accessibility by an impressive 20%.

The Klant Contact Centrum (Customer Contact Center) plays a central role delivering Unify's solution to the municipality. The OpenScape Contact Center Enterprise solution offers a wide range of functions that prevent citizens from "getting lost" in the council's communications system and allows employees to guide them correctly. Callers access the service via a central number and then hear an efficiently structured menu of options. As soon as the customer chooses from the menu, the call is automatically routed through the system. OpenScape UC takes into account the employee's "availability status" - whether they are available to take a call, on a call, or unavailable to accept a call. If no one is available, Unify's OpenScape system can arrange for an employee to call the customer back. Kyra Fens, Project Manager Telephony and UC at the municipality, explains: "The impact of the new Unify solution has been significant. We can put calls through more easily and help citizens more quickly. We have a better view of who is available in a department, so calls can be directed and distributed more efficiently."

## Matching employee behavior

Says Enno Soeren: "It's important for our Customer Contact Center to provide a good interface between Maastricht's citizens and their government. Citizens want to speak with someone who knows the answers, rather than be transferred around from one person to another. The Unify Contact Center solution takes the call and directs it to the appropriate



expert. Having this work properly and quickly is important. There are three aspects that contribute to providing a great citizen experience. There's the technology, which has to work properly and help keep processes as simple as possible. Secondly, employees have to be trained on the technology to use it to their advantage. And lastly, is employee behavior which requires discipline to answer the phone in the appropriate way, and return calls promptly."

It is also important that employees can see the status of their colleagues. Each employee can be contacted not only by telephone and e-mail, but also via the built-in chat function allowing quick consultation to take place if required. All this functionality is accessible through an easy-to-use interface that is largely integrated into Microsoft Outlook (using the OpenScape Fusion client), resulting in a true Unified Communications solution. Essential elements, including the availability status and the ability to reach



"Employees sometimes hide behind malfunctioning or complicated technology, which is why technology needs to keep processes as simple as possible."

Enno Soeren,  
Director of the Shared Service Center,  
Municipality of Maastricht

employees via one published number, are also available on mobile devices (using the OpenScape Mobile client). "The new solution offers mobility advantages as well. Maastricht has a flexible work concept, which means employees within the city can work anywhere. With the Unify solution, you can log in on a desktop device and then bring your communications with you on your mobile. You're available wherever you are, and via your single published phone number," says Kyra Fens.

Unify's Dutch partner Zetacom managed the implementation for Maastricht. "System implementation went very smoothly," she continues. "If there were any issues, we took action with Unify and Zetacom and jointly solved the problem. The collaboration was very pleasant; the Unify/Zetacom team ensured quick, direct communication and whenever a challenge popped up, they immediately shifted gears to address it. Not to mention that Unify provides a fine product I really believe in. At the moment, we're further expanding Unified Communications to ensure that all employees make full use of it, including the 'availability' feature, and its extension to other municipalities."

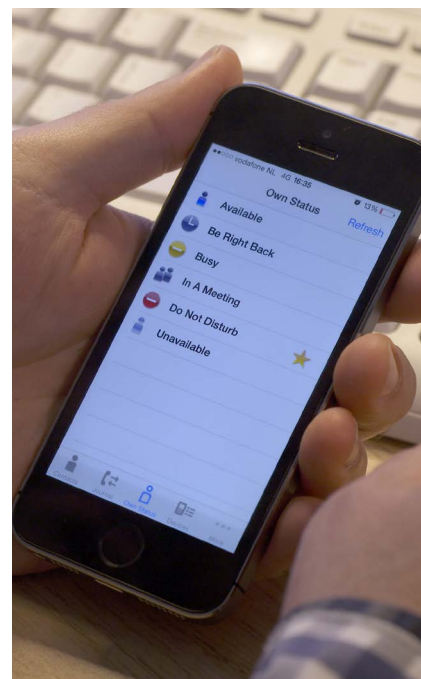
#### Shared Service Center

"The municipality has decided to implement a Shared Service Center for its business functions, including telephony and ICT," explains Enno Soeren. "Our regional goal is to organize business functions for other nearby municipalities, small and bigger ones alike. A Shared Service Center is the best way to organize this. It's easy to connect other municipalities to the Unify solution. Technically it's straightforward, and voice is often one of the first services we provide because it can be done quickly." The neighboring municipalities of Eijsden-Margraten and Gulpen-Wittem have already joined. They can share expertise and knowledge with employees of Maastricht, just as employees within the same municipal



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Kyra Fens, Project Manager Telephony & UC, Municipality of Maastricht



council can connect with one another. Furthermore, no big investments in hardware or software were required because these neighboring communities can make use of the facilities in Maastricht, where hardware investments have also been kept as low as possible. OpenScape UC provides a software switchboard that runs on a standard server. If necessary, the switchboard can be placed entirely in the cloud, which means no dedicated server is needed. The municipalities of Valkenburg and Meerssen could be next in line since there is already a strong collaboration with these councils.

#### **Pay-as-you-use**

An added bonus for Maastricht and its neighboring municipalities is

that they only pay for connected users. This not only reduces costs – because they only need to purchase a communications package that covers their actual usage – but also allows them to flexibly respond to changing circumstances. If the number of employees increases or decreases, the municipalities can simply add or remove users. Roger Simons, Executive Implementation Manager at the municipality, explains: “The scalability and collaboration it enables are specific advantages of the OpenScape Voice platform. The current hardware can manage up to 125,000 subscribers. Today we have approximately 3,500 subscribers, so we very much seek to collaborate with other municipalities. This is of course to everyone’s advantage.”



“Specific advantages of the OpenScape Voice platform are its scalability and the collaboration it enables.”

Roger Simons,  
Executive Implementation Manager,  
Municipality of Maastricht

#### **About Unify**

Unify is the Atos brand for communication and collaboration solutions. At the core of the Atos Digital Workplace portfolio, Unify technology enables organizations of all sizes to transform the way they collaborate, creating a more connected and productive workforce which can dramatically improve team performance, individual engagement and business efficiency.

Unify products represent a strong heritage of technology innovation, reliability and flexibility. Their award-winning intuitive user experience can be delivered through almost any device and in any combination of cloud or on-premise deployment. Augmented by Atos’ secure digital platforms, vertical solutions and transformation services, they set the global standard for a rich and reliable collaboration experience that empowers teams to deliver extraordinary results.

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