# City of Lausanne

Customer Relationship Management





The City of Lausanne, one of the largest cities in Switzerland, has more than 4'500 collaborators spreadout in 7 service areas and 42 services. The Administration of the city of Lausanne brings all benefits of a modern urban agglomeration: Health, social, sport, security, energy, city development, communication, etc. The IT operations of the city of Lausanne are carried out by 70 internal employees who design, implement and manage more than 150 business applications of the city's information system.

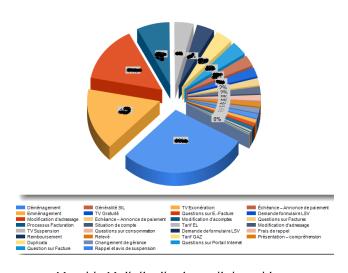
## **Project Goal**

The client's service of the City's industrial services receives every day hundreds of mails (post, email, fax.) that need to be answered on time. The aim of the project GECO (Mail Management) was to offer a business solution that could cover the following four areas: 1. Efficiency & quality: Dematerialize and register all incoming mails, assign them to client's managers in order to get an adequate response on time. 2. Traceability: Register all actions and activities from reception to delivery. 3. Archiving: Retain all incoming and outgoing mails during the entire legal period. 4. Monitoring & reporting: Provide indicators, reports and scorecards to management. The challenge was also to be in production rapidly with limited resources and budget.

### Solution

SharePoint 2010 was already in place and used mainly for collaboration and document management. Therefore SharePoint was naturally chosen as the technology platform in order to maximize the platform's return of investment and minimize the total cost of ownership of implementing new business solutions. The purchase of the BPA Solution Suite gave us the opportunity to provide different business solutions that could be used immediately, without any development or coding. The Mail Management solution is one of them. The solution is giving us now the ability to produce printable documents and emails rapidly using

many different predefined templates. The solution brings us also the ability to filter and search information rapidly such as to view all actions and activities done throughout the whole chain, from reception to delivery. Finally the reporting section gives us accurate indicators of performance and business intelligence.



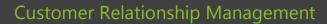
Monthly Mail distribution split by subject

#### Benefits

As of May 2013, the Mail Management solution is used every day by the entire service. In about seven months more than 25'000 incoming and outgoing mails have been registered and managed successfully.

"The solution is easy-to-use and all the key steps of the Mail Management Service are now performed quicker and more efficiently. The objective to achieving 96% of mail responses in time is now reached systematically and the client's satisfaction has been improved substantially"

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Managers have now multiple dynamic reports to better track and follow the client's requests and therefore improve the quality of the Mail Management Service.

Other BPA business solutions are about to go live such as a Partner Relationship Management Solution.

### **User Adoption**

- Easy-to-use
- Client's satisfaction increased substantially

### Minimized Cost

- Minimized license cost
- Minimized implementation cost
- Maximized return on SharePoint's investment

## **Process Improvement**

• 96% of mail responses in time