

City Of Rijswijk

City Of Rijswijk Creates New Customer Care
Centre With SugarCRM®



Sugar Partner Outdare Provides Solution that Achieves 80% First Call Resolution

The City of Rijswijk Customer Care Centre (CCC) services 82,000 residents and businesses in need of municipal services. It chose SugarCRM for the centre and worked with Sugar Gold Partner Outdare. The city's Sugar solution supports the CCC, providing in-depth data and faster, streamlined access. Data input is easier and more accurate. As a result, staff can answer most citizen questions on the first contact, achieving an 80-percent success rate. In addition, Sugar's logging capabilities have been integrated into the city's telephone system, adding increased accountability and tracking.

Business Challenges

Much of the relevant information for the City of Rijswijk's Customer Care Centre was held in a disparate array of recent and historic databases and data sources kept locally and nationally. As a result, it was not easy for front-line staff to access the information it required when assisting callers. The information needed to be centralized so it could be accessed seamlessly via a single interface.

The IT staff in charge of the CCC installation also knew they would require a solution that was compatible with the city's existing IT systems and that could be easily adapted to its needs, many of which differ from those of standard businesses.

The Solution: Sugar Professional

Having first decided that citizens and local businesses could be viewed as customers with identifiable needs and objectives, municipal executives began searching for a flexible and feature-rich open-source CRM solution and found that Sugar fulfilled both requirements.

In addition, they found that Sugar offered an extremely cost-effective solution and were particularly impressed by the ease with which it could be customized to suit their needs. This included connections to local and central government data sources, such as the Dutch Chamber of Commerce, the national Municipal Administration, and national zip code databases.

Sugar was incorporated into the overall CCC project, which was developed over a period of three months. Today, the city's Sugar solution integrates telephony, document management, appointment systems, and a website, as well as an intranet and social media channels. "Sugar was chosen as a smart solution capable of bringing together information from our different municipal systems and numerous internal data warehouses, including civil affairs information, staff information, and a products and

“ Sugar has been invaluable to us. It has helped us create a 360-degree view of the customer and provided staff with direct access to the relevant information they need to answer questions on the first inquiry. ”

Ludo Hoppenbrouwer
Services Manager
City of Rijswijk Customer Care Centre

services catalogue,” explains Ludo Hoppenbrouwer, services manager for the City of Rijswijk Customer Care Centre. “Close collaboration with Sugar partner Outdare helped us to achieve all our goals. Outdare was very flexible, with great team players.”

Business Benefits

With Sugar’s intuitive interface and easy-to-use data entry process, Rijswijk has improved the accuracy and completeness of its data and can provide faster access to more complete and in-depth data. As a result, staff can now answer most citizen questions on first contact, achieving an 80-percent success rate. In addition, Sugar’s logging capabilities have been integrated into the city’s telephone system, adding increased accountability and tracking.

“Sugar has been invaluable to us,” concludes Hoppenbrouwer. “It has helped us create a 360-degree view of the customer and provided staff with direct access to the relevant information they need to answer questions on the first inquiry.”

About the City of Rijswijk

The City of Rijswijk is situated in the heart of a very densely populated area of the Netherlands known as the ‘Randstad’. A suburb of The Hague, its administration serves 82,000 customers including 47,000 inhabitants of the city and an additional 35,000 people who travel there for work.

About Outdare

Outdare supports clients in achieving customer-centric systems within their organizations. Outdare is certified as a SugarCRM Gold Partner and offers services that focus on consulting, implementation, migration, integration, and maintenance. Outdare develops solutions within a broad organizational context and technical perspective so customer-centric systems function better within the organization and its IT environment.



Company Profile

Headquarters:
Rijswijk, The Netherlands

Founded: 1250 AD
(approx.)

Company Description:
Rijswijk is a town and municipality in the western Netherlands, in the province of South Holland.

Website:
www.rijswijk.nl

Solution:
Sugar Professional

Solution Partner:
Outdare

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site, the best sales, email, and mobile CRM integration.

www.sugarcrm.com

10050 North Wolfe Road | SW2-130
Cupertino, CA 95014
T: 408.454.6900 | F: 408.873.2872

SugarCRM Deutschland GmbH
Erika-Mann-Strasse 53 | 80636 Munich | Germany
T: +49 (0)89 1 89 17 21 00 | F: +49 (0)89 1 89 17 21 50

www.sugarcrm.com

Copyright ©2013 SugarCRM, Inc.

All rights reserved. SugarCRM and the SugarCRM logo are registered trademarks of SugarCRM, Inc. in the United States, the European Union and other countries. All other trademarks are the properties of their respective companies.

04-13-002-MR

