



HOW CAN PROVIDE IN **DENMARK**

PERSONAL CITIZEN SERVICE FROM 16 MILES?



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GULDBORGSUND: THE PIONEERS OF VIRTUAL CITIZEN SERVICE

THE BACKGROUND

Guldborgsund is Denmark's eleventh largest municipality, with communities numbering a few more than a thousand inhabitants and with six Citizen Service Centers. The Danish citizens service policy says that each citizen should have the right for the highest quality of service in their local environment. But the operation of some of the Citizen Service Centers become unjustified because of the high costs, low number of citizen demands and the disproportioned distribution of workforce. The leaders of the municipality had to face two challenges. How to keep providing a high quality of service locally, while reducing the costs and increasing workforce distribution efficiency.

„ Strong desire to provide a good citizens service“

says John Brædder
Mayor of Guldborgsund

„We have a strong desire to provide a good citizens service, while we challenge our human resources for the best result.“



EUROPEAN
DIGITAL
PREMIERE
IN DENMARK

The Danes already have many technological solutions that make everyday life easier. But the future is only just beginning. On 11th of May 2010 Guldborgsund took a big step further into the brave world of technology and opens Europe's first remote controlled (virtual)citizen service.

There are 3 communities participating in the project, from which one operates as the central location, where the staff is physically present. The remote offices offers virtual reception and service.

This does not require any specific IT knowledge from the citizens. The primary components of the system are the ONLINET Queue Management System and the CISCO Telepresence and DMS systems. The citizens in the virtual offices will chat with the staff using a large LCD screen and a camera. During the administration, the citizens also could scan and print documents.

Danish citizens service policy

„ Citizen shall experience service at the highest level and always be meet by competent personal. Regardless of which Service Centre they contact, citizens should be offered the same help and guidance“



Facts &

Figures

- Country: Denmark
- Territory: 903, 42 km²
- Population: 63496
- Number of Citizen Service Centers: 6
- Number of virtual Citizen Service Centers: 2+1

GULDBORGSUND



PRIMARY COMPONENTS

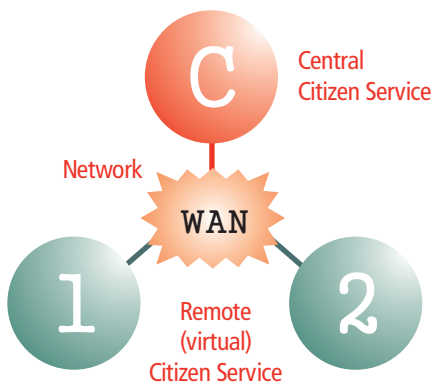
in co-operation with:



Customer at remote location



Staff at central location



How does it work?

An ONLINET Queue Management System operates both in the central and remote locations, so the citizens are able to select the required service. With the printed ticket, containing a unique number, the citizens will sit in the waiting area. They can follow the flow of queuing numbers and the videos provided by the CISCO DMP player on the LCD screens, installed in the waiting area. The citizens queuing in the central location will meet the staff face-to-face. The citizens queuing in the remote locations will get in touch with the staff using the CISCO Telepresence system. Using large, high definition screens and cameras, the administration is truly done like it would be in person. During the administration, in the remote locations, it is possible to scan and print documents. The staff sitting in the central location, will call and manage the citizens from all locations, using the ONLINET CDS DESK software.

„ Is so vivid... ”

says Østergaard Rasmussen
Administrative Director of Guldborgsund

„Everything is so vivid, like we would face a living human being. We are pleased that citizens has the opportunity to try it.”

MEASURABLE RESULTS

- Longer opening times
- Reduced and concentrated workforce
- General cost savings
- Shorter waiting times
- Faster administration
- Meet citizens in their local environment
- Citizens and staff positive feed-back



ONLINET Group in a nutshell

ONLINET Group is a European leader in developing, manufacturing Queue & Customer Management Systems and Digital Signage solutions. With branches in 7 countries and resellers on 3 continents we provide solutions in the Financial, Telecommunication, Retail, Healthcare, Education, Transport and Public sectors.

Awarded by Deloitte in 3 consecutive years, as one of the fastest growing technology company in the Europe-Middle East-Africa and Central Europe regions, ONLINET through it's systems manages around 500,000 customers daily in more than 1,200 Customer Services.





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