

A Unique Realization in Public Services at Flemish Government Contact Center



After years of close collaboration with Capgemini, Vlaamse Infolijn has evolved into a world-class multi-channel contact center for over 5 million citizens

The Situation

In the late 90s, the Flemish Government put transparency and easy accessibility for all citizens high on its agenda. Citizens expected to learn about impact of new policies and regulations on their lives. Access to information needed to be quick and easy.

The government set up a single point of contact for public information. The goal was to serve citizens in a professional, user friendly manner and address all questions regarding the Flemish Government. Citizens expected to be served via other communication channels besides high-quality telephone support.

The Solution

The green light for a multi-channel contact center was given in 1998. Christened Vlaamse Infolijn (ccVI), clear ambitions

regarding quality, growth and innovation were clear hallmarks from the start.

Strategic decisions were made to:

- set up the contact center as a Public-Private Partnership
- consider knowledge management as one of the main drivers for success
- maintain excellent relations with the different administrations of the Flemish Government
- establish the contact center as a pioneer in the use of leading edge technologies
- focus on delivering a high-quality public information service.

The Vlaamse Infolijn went live in 1999 with 8 front-office agents and a core support

“Capgemini is what I call my preferred consulting company. It listens to me, understands my needs and provides workable solutions in a flexible, fast and professional way.”

Mireille Van Pollaert,
Project Leader,
Flemish Government



team of 4 employees. In its very first year, ccVI registered 57,000 citizen contacts, handled via the (+32) 0800 30201 green number.

The Result

After almost 10 years of intensive operations and close collaboration with Capgemini, the Contact Center Vlaamse Infolijn has evolved into a world class multi-channel contact center in the public sector, managing more than a million citizen contacts a year through a diversity of channels: telephone, email, webchat, SMS and interactive digital TV.

The organization has grown to 95 call center agents and a core support team of 18 employees, and has been officially awarded for contact center excellence several times. During the last few years, a strategic shift has taken place from providing just first line information towards offering complete transactional services. The launch of a quick dial number (1700) in 2006 was a crucial breakthrough to facilitate easy access for citizens and pursue the concept of a single point of contact for all citizen interactions with the Flemish Government.

How Vlaamse Infolijn and Capgemini Worked Together

During the entire lifecycle of the Contact Center Vlaamse Infolijn, Capgemini was and continues to be involved in a multitude of projects covering all contact center domains: from organization and process design via technology and implementation, to contact center operations support.

Capgemini's services range from pure business consultancy to technology. At the start of Vlaamse Infolijn, Capgemini offered consultancy on the long term strategy, developed the cost/benefit analysis and designed the roadmap for implementation. Subsequently, Capgemini also guided the implementation of the Siebel CRM (Customer Relationship Management) package and its integration with the Fatwire content management system.

Capgemini also advised on change management and process re-design to prepare the organization for the huge growth in contact volume and the extended collaboration with the various departments of the government.

From the very beginning, the collaboration was based on mutual trust and collaborative experience. Capgemini acts as sound board and translates strategic needs into concrete projects. The contact center Vlaamse

Infolijn considers Capgemini's points of view on contact center excellence and incorporates them into its tactical decisions and daily operations.

For Capgemini Belgium, the long lasting relationship has resulted in an intimate understanding of all aspects of ccVI's business (political, strategic, tactical and operational), as well as expectations from ccVI by the Government and its citizens. Today, Capgemini is perceived as *the* trusted partner with innovative ideas to support ccVI's future growth.



About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and

collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs over 75,000 people worldwide and reported 2006 global revenues of 7.7 billion euros.

More information about our services, offices and research is available at www.capgemini.com.

Capgemini Belgium
Public Sector
Consulting, Technology & Outsourcing
Transformational Outsourcing
Business Process Outsourcing

Approved by:
Mireille Van Pollaert, Project Leader,
Contactpunt-Vlaamse Infolijn
Bernard T'jampens, CRM Lead Consultant,
Capgemini

In collaboration with



Contact center Vlaamse Infolijn invests a lot of energy in projects that simplify communications between citizens and authorities. With its toll free number

(1700), it functions as the information window of the Flemish authorities. The center provides multiple channels of communications to citizens, including telephone and mobile (via 1700), email, chat (online conversation), mail, fax, online (via website) and Interactive Digital Television (IDTV via Telenet). For more information, visit www.vlaanderen.be