



# SISTEMA DIGITAL SERVICIOS AL CIUDADANO



**Hon. Juan Carlos García Padilla**

**Alcalde**

**Municipio de Coamo, Puerto Rico**

# **¡ATENCIÓN CIUDADANA! la clave de un Municipio Eficiente y Efectivo**



**COAMO**  
CENTRO  
DEL UNIVERSO



# MANEJO DE ATENCIÓN CIUDADANA



# PETICIÓN DE SERVICIO AL CIUDADANO

Save and Close Help

## Request: New

### Information

Details: Information, Activities, History, Workflows

General | Details | Schedule | Administration | Notes

#### Overview

Title *	Asfalto	Priority *	Normal
Subject *	Asfalto	Request Origin *	
Affected Citizen or Property *	Ada Colón Hernández	Receipt Number	
Request Type *		Satisfaction	
Reported By	Ada Colón Hernández		
Status Reason	New		
Status Reason Detail			

#### Service Address and Phone

Use Citizen/Property Info  No  Yes Contact Phone \* 787-557-6630

Physical Address \* Bo. Olimpo  
Estancia Las Margaritas Casa #6

Neighborhood \* Sector

#### Assignment Information

Assigned User \* Francisco Gonzalez

Business Unit \* Oficina de Ordenamiento Territorial

Assigned Employee +

#### Form Assistant

Affected Citizen or Property

Look Up Records

Look for: Property

Search for records

- Academia Adventista Profes
- Actividad Caminata en Cntr.
- Actividad de Homenaje Post
- Actividad Deportiva Dia de J
- Actividad dia de las madres
- Actividad Feria de Artesania
- Actividad Guayameses Ause
- Actividad Relevos por la Vida
- AEROFIT & HEALTH CLUB
- Alcantarillas

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Tips

Select the community member who this request covers.

Status: New

# REGISTRO DE PETICIONES DE SERVICIOS

**RESPOND**  
 PERSONALIZABLE Y ESCALABLE

New Activity - New Record - Go To - Tools - Respond Support - Advanced Find

Workplace

My Work  
 Activities  
 Calendar  
 Imports  
 Duplicate Detection  
 Queues  
 Announcements

Community  
 Properties  
 Citizens

Service  
 Requests  
 Knowledge Base  
 Articles

Personalize Workplace ...

Workplace  
 Service  
 Reports

Requests

Search for records

View: Active Requests

Title	Request Number	Affected Citizen or Property	Priority	Status Reason	Status Reason Detail	Assigned User	Business Unit	Assigned Employee	Created On
Accidente de Tránsito	CAS-03233-49053K	Misael Pérez	Normal	New		Jackeline Rivera	Centro Integrado de Sol		4/14/2011 8:11 PM
Actividades - Expo Teatros	CAS-03233-1-LNNZHC	Misael Pérez	Normal	New		Maria Torres Collazo	Municipio de Guayama		4/14/2011 8:07 PM
Alquiler de Salas del Centro de Conv...	CAS-02234-CTNG3P	Centro de Convenciones de G	Normal	Serviced		Jackeline Rivera	Centro de Convenciones		8/9/2010 2:38 PM
Asesoramiento - Alcaldesa	CAS-03210-SB38CY	Líderes Devoción Virgen del P	Normal	Scheduled		Jackeline Rivera	Departamento de Obras	Pedro García	4/11/2011 9:10 AM
Asesoramiento - Dependencias	CAS-03232-HCN3ZC	Misael Pérez	Normal	New		Jackeline Rivera	Centro Integrado de Sol		4/14/2011 8:09 PM
Asfalto	CAS-01985-BYN625	Victor Cintrón Suárez	Normal	Scheduled		Francisco Gonzalez	Departamento de Obras		5/27/2010 10:52 AM
Asfalto	CAS-02078-9L118F	Rafael Perez Mosquera	Normal	New		Zaimarie Colon	Centro Integrado de Sol	Ramon Conde	6/16/2010 10:08 AM
Asfalto	CAS-02088-HOHFY8	Anibal Montañez García	Normal	Scheduled		Francisco Gonzalez	Departamento de Obras		6/17/2010 3:13 PM
Asfalto	CAS-02089-2F9PWJ	Anibal Montañez García	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		6/17/2010 3:16 PM
Asfalto	CAS-02437-MJMDMD	Douglas Casillas Soto	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		9/28/2010 3:37 PM
Asfalto	CAS-02439-3PCRDY	Rosa Rosario Rodríguez	High	Serviced		Francisco Gonzalez	Oficina de Ordenamient	Anjie Casiano	9/29/2010 12:03 PM
Asfalto	CAS-02466-1LVCDQ	Fernando Ascanio	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	10/7/2010 2:54 PM
Asfalto	CAS-02469-SK3MXZ	Ernesto Agostini Pascual	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	10/8/2010 10:20 AM
Asfalto	CAS-02487-4D3WCJ	Lydia Cora Cintrón	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		10/18/2010 2:21 PM
Asfalto	CAS-02489-DJRVPY	Edwin Arriaga Suárez	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		10/18/2010 3:11 PM
Asfalto	CAS-02490-4MG1DS	Edwin Arriaga Suárez	Normal	Scheduled		Francisco Gonzalez	Departamento de Obras	Ramon Conde	10/18/2010 4:08 PM
Asfalto	CAS-02492-6YBQDT	Ethnael Hernández Rosario	Urgent	New		Francisco Gonzalez	Oficina de Ordenamient	Antonio Baez	10/19/2010 1:54 PM
Asfalto	CAS-02554-19FNTZ	Germán Serrano	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient	Isidro Pérez	11/4/2010 3:39 PM
Asfalto	CAS-02640-9838HK	Diana Zayas Vélez	Normal	Scheduled		Zaimarie Colon	Departamento de Obras	Ramon Conde	12/3/2010 10:23 AM
Asfalto	CAS-02874-SMW0ID	Comunidad Olimpo	Normal	Scheduled		Francisco Gonzalez	Departamento de Obras	Ramon Conde	1/27/2011 12:37 PM
Asfalto	CAS-02938-Y1QS3C	comunidad Guamani	Normal	New		Juan Ortiz	Departamento de Obras	Ramon Conde	2/9/2011 9:44 AM
Asfalto	CAS-02952-5552HL	Comunidad Barriada Marin	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	2/10/2011 10:29 AM
Asfalto	CAS-02973-PCLGVM	Comunidad Camital - Olimpo	Normal	Scheduled		Juan Ortiz	Oficina de Ordenamient	Ramon Conde	2/14/2011 10:04 AM
Asfalto	CAS-02987-3XNMF	Juan Vega Crespo	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	2/17/2011 8:47 AM
Asfalto	CAS-03011-7093Y3	Julia Enchautegui Torres	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	2/23/2011 2:29 PM
Asfalto	CAS-03015-G451HK	Salomé Rodríguez Vázquez	Normal	Scheduled		Juan Ortiz	Oficina de Ordenamient	Ramon Conde	2/23/2011 2:55 PM
Asfalto	CAS-03067-KV0WK7	Comunidad Cimarrona	Normal	Scheduled		Juan Ortiz	Oficina de Ordenamient	Ramon Conde	3/9/2011 1:22 PM
Asfalto	CAS-03069-G6HT1R	Comunidad Corazón	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		3/9/2011 4:12 PM
Asfalto	CAS-03093-TM5JY0	Comunidad Mosquito	Normal	Scheduled		Juan Ortiz	Departamento de Obras	Ramon Conde	3/16/2011 8:57 AM
Asfalto	CAS-03123-SR8138	comunidad Guamani	Normal	Scheduled		Francisco Gonzalez	Oficina de Ordenamient		3/18/2011 1:22 PM
Asfalto	CAS-03142-Q2CQ36	Ricardo Figueroa Carrasquillo	Normal	New		Juan Ortiz	Departamento de Obras	Ramon Conde	3/23/2011 4:02 PM
Asfalto	CAS-03143-Q2CQ35	Comunidad San	Normal	Scheduled		Francisco Gonzalez	Departamento de Obras	Ramon Conde	3/23/2011 4:02 PM

1 of 50 selected.

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# REPORTES



## SOLICITUDES DE SERVICIO POR DEPENDENCIA



SOLICITUDES DE SERVICIO	
Estatus	Total
En Agenda	13
Atendidas	7
Resueltas	14
Canceladas	2
<b>Total de Solicitudes:</b>	<b>36</b>

[Ver Detalles por Tipo de Servicio](#)

Índice de Resueltas: 38.89 %

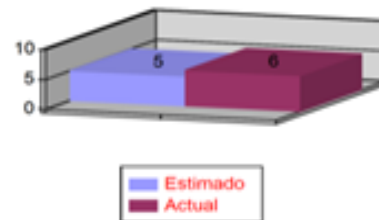
Tiempo de Servicio Promedio: 6 Días

Tiempo de Resolución Promedio: 1 Días

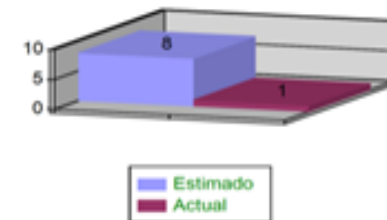
PORCIENTO DE SOLICITUDES DE SERVICIO POR ESTATUS



TIEMPO DE SERVICIO PROMEDIO

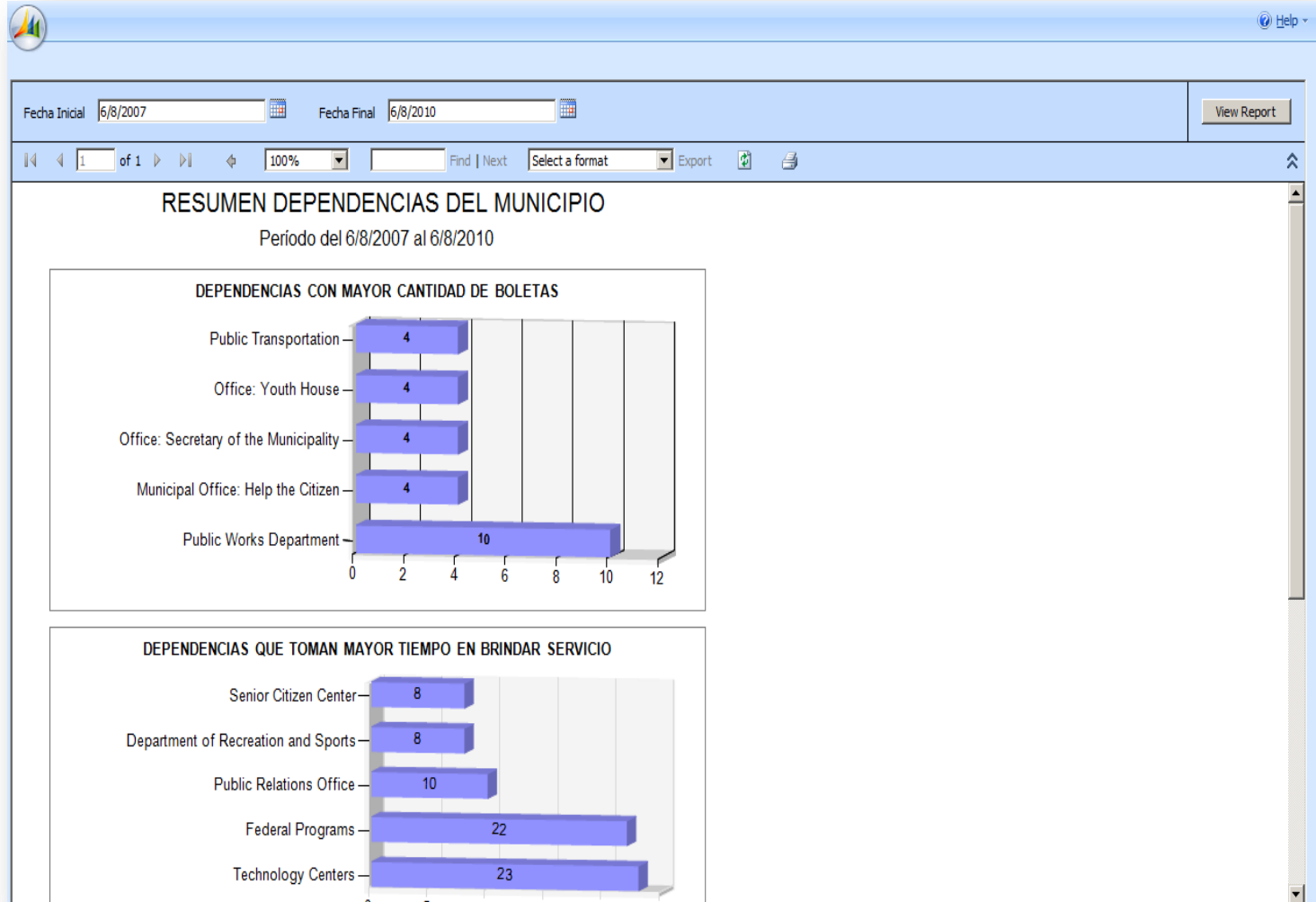


TIEMPO DE RESOLUCIÓN PROMEDIO





# REPORTES





# Dependencias Municipales dentro del Sistema de Atención al Ciudadano



# MECANIZACIÓN DE SERVICIOS

- Oficina de Servicios al Ciudadano- Genera todas las solicitudes de servicios de los ciudadanos
- Oficina de Recursos Humanos- Oficina de Personal, Registro de Asistencia, Beneficios, Perfil de Empleados Departamento de Finanzas- Presupuesto, Contabilidad, Recaudaciones , Conciliaciones Bancarias

**Video**



## RESULTADOS A CORTO PLAZO

- Se reduce el Tiempo del Manejo y Solución de Peticiones al 60 %.
- Aumenta a un 90% la Efectividad en Ejecución y Manejo de la Información.
- Disminuye Gastos Administrativos.
- 100% de control en Resultado, Satisfacción Garantizada al Ciudadano.



80% Reduction in citizen complaints is achieved with a Microsoft Dynamics CRM solution

components installed, at a cost of only 10 percent of the other vendor alternatives. More importantly, the business results observed after implementation show clear progress toward LB Merton's goal of citizen-centricity.

Shorter transaction times. With a single point of entry, users save time formerly spent logging on to multiple systems and can now spend more time addressing citizen needs. The move from manual services to online and electronic services has helped LB Merton improve response times. For example, bulky and garden waste collection bookings are now processed 50 percent faster, resulting in savings that cover the total cost of the actual software and implementation.

Better service consistency. With the consolidation of 10 reception areas into a single centralized area, service standards are more consistent and LB Merton now has improved insight with which to better serve its constituency.

Reduced costs with self-service. Part of the future plan is the establishment of self-service offerings, such as bookings and parking permits. Self-service offerings are expected to lower costs by 20 percent in addition to the added convenience for citizens who use these services.

**THE TRANSFORMATIVE POWER OF STAFF PRODUCTIVITY**  
Government employees are typically encumbered by manual processes, forms, and tedious administration. Valuable time is lost with the need to capture data multiple times, and the delivery of value to citizens is reduced with the lack of integration between departments and knowledge repositories. With modern CRM solutions and tools such as Microsoft Dynamics CRM, governments can transform these environments with centralization, automation, and invigorated productivity. Local governments such as the Municipality of Coamo in Puerto Rico and E-Gov of Egypt are discovering tremendous new productivity with Microsoft Dynamics CRM.

**Increasing Productivity and Driving Accountability**

The Municipality of Coamo in Puerto Rico serves a constituent population of 40,000 with more than 300 employees. Since its beginning, the municipality has had a service excellence directive that has contributed to better social and cultural development for its citizens. To comply with its objectives, the municipality wanted to increase citizen satisfaction through a holistic view of the constituents and more timely and quality responses to citizen queries, requests, and complaints. Hand-in-hand with this goal, Coamo wanted the tools to measure the service levels provided to citizens so that it could foster and track higher accountability.

Coamo chose Microsoft Dynamics CRM to fulfill this vision. Using the automation and centralization capabilities of the system enabled dramatic improvements in efficiencies and expanded capabilities in turn led to a higher level of

*"Before implementing Microsoft Dynamics CRM, all services were manual and impersonal. People were not sure the service would actually be delivered. With Microsoft Dynamics CRM we not only have accountability to our citizens, but we've been able to significantly speed up response time. We are seeing the payoff with a 60 percent reduction in citizen complaints."*

ZORAIDA REYES  
Department of Citizens  
Director, Municipality of Coamo



# CASOS DE ESTUDIO

ENTERPRISE FEEDBACK MANAGEMENT

## Pleasing the Public

THE MUNICIPALITY OF COAMO, PUERTO RICO, CONNECTS TO THE COMMUNITY WITH MICROSOFT DYNAMICS CRM AND ROCK SOLID TECHNOLOGIES



*"In some cases, people called just to thank us for the promptness of their case completion."*  
—ZORAIDA REYES

What's the only thing between the mayor of the Municipality of Coamo, Puerto Rico, and his constituents? Why, his BlackBerry, of course. To keep tabs on citizen affairs and mayoral requests, the Hon. Juan Carlos Garcia Padilla is able to access feedback and records instantaneously through his handheld device.

But it wasn't always so easy. Not only was the mayor lacking at-the-ready information about his citizens, but his office had huge gaps in its customer service solution. Before implementing Microsoft Dynamics in November 2007, the government offices lacked visibility into citizen affairs—as was obvious to any individual trying to get through to the government agency with a service request, query, or complaint. Citizen requests and feedback floated through various departments without accurate tracking. Often Coamo citizens had to call multiple times to find out the status of a request.

The municipality retained Rock Solid Technologies, a reseller of Dynamics products based in San Juan, Puerto Rico, to solve the challenges and conduct the implementation. Angel San Miguel, Rock Solid's project manager, led the process and worked with the mayor himself as well as with the municipality's directors of services, finance, and technology. San Miguel reports that, before Dynamics, Coamo logged everything but with no communication between different departments.

"Since they had no official way of tracking the requests and where they were in the life cycle, the citizens kept calling over and over again," San Miguel says, adding that he recommended Dynamics for the product's flexibility and the ease of customization required to fit an organization's specific needs.

Specifically, Coamo needed to shape the application to hold not only citizen (customer) records, but property locations as

well. Customization also involved getting the software into the mayor's hands for when he meets with citizens about their requests.

The problem was solved by assigning each request a tracking number. "If a citizen approaches him, the mayor types [into his BlackBerry Dynamics application] the citizen request number, and minutes later he gets a response with the status of the request," San Miguel explains. "He has the visibility and can actually show it to constituents—that's really a political advantage."

For the first time, the municipality developed and began logging citizen and property profiles. Reports to a basketball court, for example, previously required multiple request submissions. The reports were kept separate and the municipality had no knowledge of the history of the property or its upkeep. Dynamics centralized all profile data, removing any duplication and enabling all relevant government employees to access that data.

Zoraida Reyes, the municipality's citizen service director, says that, although the implementation was initially challenging—few municipality employees had computer training—the rewards have been outstanding. "Now we can [keep] track of the service requests, have more visibility of the status of completion, and are able to identify which municipality departments are not responding correctly to their citizens."

Citizen complaints shrank nearly overnight—plummeting by more than 80 percent since the go-live date in January 2008, and citizen queries can now be addressed within two minutes. By being able to respond to requests more rapidly, Coamo has dramatically improved citizen satisfaction.

Some of the remaining calls are actually welcome. "In some cases, people called just to thank us for the promptness of their case completion," Reyes reveals. —Lauren McKay



**MUNICIPALITY OF COAMO, PUERTO RICO**

- Citizen complaints dropped by 80 percent
- The average citizen query is now addressed in two minutes, down from five
- All citizen requests are tracked in a record system to create profiles of citizens and properties
- The mayor is "in the know" and able to access citizen queries nearly instantaneously through a mobile device and a tracking number