



# SOCIAL MEDIA AND E-SERVICES CUSTOMER SATISFACTION

## WHAT YOU SHOULD KNOW

- Social media platforms are ideal for interactive **customer service**
- Expect **conversations** and dialogue
- Encourage customers to become **co-creators** and collaborators

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Throughout the first decade of the 21st century, governments across Europe have embraced the online world. The Internet and the Web have transformed how they do business and deliver services to citizens.

But as technology has continued to advance, citizens already **expect more** from online service: full integration with social media for two-way conversation, interactivity and faster customer service.

Social media could have a place in your e-service offering. At the very least, you could use it to promote the service to customers, but it could do so much more to support service improvement:

- **Rapid response** – citizens post messages and you can respond fast with relevant information
- **Alternative inbox** – businesses still use email, but personal communication is more often via Facebook, Twitter and other social networking platforms. Do you have the facility to message individuals and groups in different ways?
- **Reporting** – local people who spot problems (potholes, flytipping, vandalism, suspicious behaviour) can pull out their phones and report; location services pinpoint the trouble spot
- **Transparency** – foster a culture of continuous improvement and transparency through open feedback and reviews; publish data and infographics
- **Games** – Facebook quizzes, games and apps can raise awareness and support public education campaigns
- **Community cohesion** – encourage followers and ‘friends’ to connect with each other to build interest groups and community dialogue
- **Crisis communication** – push emergency notifications out to a large audience
- **Citizen intelligence** – collect data on customer satisfaction and standards of service using social media monitoring and sentiment analysis

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MUNICIPALITY: Karlstad, Sweden

PULL QUOTE: **"WITH PERMISSION, WE NOW POST ON A CITIZEN'S FACEBOOK WALL"**

### **SOCIAL MEDIA LAB**

Since the Swedish city of Karlstad participated in an EU-funded project called Smart Cities, our citizens have all had access to a set of personalised webpages, called "MyPages", on the municipal website.

Along with news, events and promotional messages, they can also receive personal reminders, for example to renew permits and licences. The system also generates emails to the citizen's personal email address.

MyPages seemed like a huge step forward for municipal e-services. But since we launched, the way people communicate has changed. A lot of people only really communicate through social media platforms these days; they barely ever check their email. So how could we talk to them through these new channels?

With funding from Opening Up, we have now added an option for people to link MyPages to their Facebook profile, authorising the municipality to send notifications through Facebook instead.

The system is totally secure so we can't hack someone's Facebook account, but they give us permission to post on their wall with a simple reminder to go online and check MyPages. There is no more information, so we are not compromising any privacy. The service has worked very well so far and the feedback we have received is positive.

We have also thought about using the post to promote the town and its e-services to a wider network of people. Since your friends can see your wall, we can use our posts to market Karlstad and our e-services. Friends get to hear about the Facebook service and choose to use this channel too.

### **MUNICIPALITY: GRONINGEN, NETHERLANDS**

The Dutch city of Groningen uses two Twitter handles for public messaging: @stadsnieuws for general municipal announcements and @stadsbeheer050 for information on public services. Citizens can tag @stadsbeheer050 or post on the city's website to report potholes, broken streetlights or similar issues.

Using the Obi4Wan monitoring and web care tool, a dedicated team screens all publicly visible online media channels for messages.

The customer contact centre responds to all questions or queries. More political posts are handled by communication officers. The system logs all interactions so that 'conversations' across different channels are fully archived .

### **LEIEDAL, BELGIUM**

In South West Flanders, the intercommunal organisation Leiedal assists 13 municipalities in maintaining their websites and building e-services. Nowadays municipal websites are developed on the basis of the "top tasks" methodology.

*"We train the webmasters of our municipalities to identify the most important reasons why citizens visit municipal webpages. Then we redesign the portal according the priorities citizens expect"*

Wouter Degadt

A redesigned website has a big focus on the "less is more" and an advanced search functionality. Additionally Leiedal developed a multi-channel approach between cities and their citizens.

