



Accenture helps New York City to improve citizen service



High performance. Delivered.

The new analytics solution developed by Accenture has become part of the City's culture, improving its delivery of services to citizens—the ultimate litmus test of high performance.

311 call center launches business intelligence capability

New York City is the largest city in the U.S., with a \$60 billion budget and over 350,000 employees. As part of its Citywide Performance Reporting Project, the City set out to develop a robust set of enterprise business intelligence (BI) tools based on Oracle BI technology and applications to help measure and manage performance across its many agencies. The City chose to work with Accenture because of its successful implementation of the 311 call center and its record for helping clients use the Oracle BI portfolio to progress toward high performance.

How Accenture helped

Accenture helped the City implement Oracle Business Intelligence Enterprise Edition (BI EE—which includes the former Siebel Analytics 7.8) and developed a common data warehouse to use across all city agencies for performance management analysis. The project leveraged both the Oracle BI EE Relationship Management Warehouse for customer service-related data and the Oracle Customer Enterprise Warehouse for call center operations. In the initial releases the analytics tools integrated data from the 311 Customer Service Management System (Siebel's 7.8 Call Center), 311 call management system (Nortel Call Center Manager) and six different agency work order systems.

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The release also interfaced with the City's performance management application, which tracks over 3,000 monthly performance metrics across all city agencies and offices—over 60 different organizations.

The Oracle BI solution was implemented over 11 months and provides four dashboards from which users can access reports designed to address the City's overall performance management, customer service and service delivery. In addition, reporting models in Siebel Answers support more detailed analysis. Looking ahead, the City plans to expand performance reporting capabilities with additional city-wide, agency and program-specific dashboards, integrate geographic information system (GIS) analysis tools to display service request information on a map and increase the analytics data available to the public.

High performance delivered

The Citywide Performance Reporting analytics tools are helping New York City executives make more intelligent decisions by providing them with fast and flexible access to information about citizens' demands and agency performance. The 311 call center also benefits by gaining the tools to manage the customer experience better and highlight problem areas. External oversight and advocacy groups gain better insight into city operations to ensure better adherence to target service levels. Moreover, the new analytics solution developed by Accenture has become part of the City's culture, improving its delivery of services to citizens—the ultimate litmus test of high performance for any branch of government. It has not only been readily adopted, but has created demand from agencies across the City looking for ways to leverage the new BI tools more broadly across their agencies.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 178,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended Aug. 31, 2007. Its home page is www.accenture.com.

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