

# Citizen Communication Management

Communicating with  
citizens – the digital  
transformation

Government

Citizen Communication Management helps government departments communicate with citizens digitally, moving them away from costly and inefficient paper-based systems.



## Achieving more with less...



The public sector faces significant challenges; from the evolving economic climate through to the pressure to make business processes more efficient.



There is an expectation on government departments to do more with less. In turn, they are looking to technology partners who will help them drive efficiencies and cut costs.



Government departments communicate with citizens in order to collect fines, advise on council taxes and the payment of bills, to name but a few. This is primarily carried out through costly paper-based documents leading to sky rocketing costs spent on postage and the printing of the documents.

The cost of issuing tax bills can be reduced by 57 per cent by communicating digitally with citizens\*



Communicating with citizens digitally means that the days in which payments are overdue reduce, leading to increased working capital for government departments.



Communicating with customers in a digital format will reduce outgoing costs and improve the speed in which payments come in.



Citizens receive information in the format they prefer



Security of citizens private information

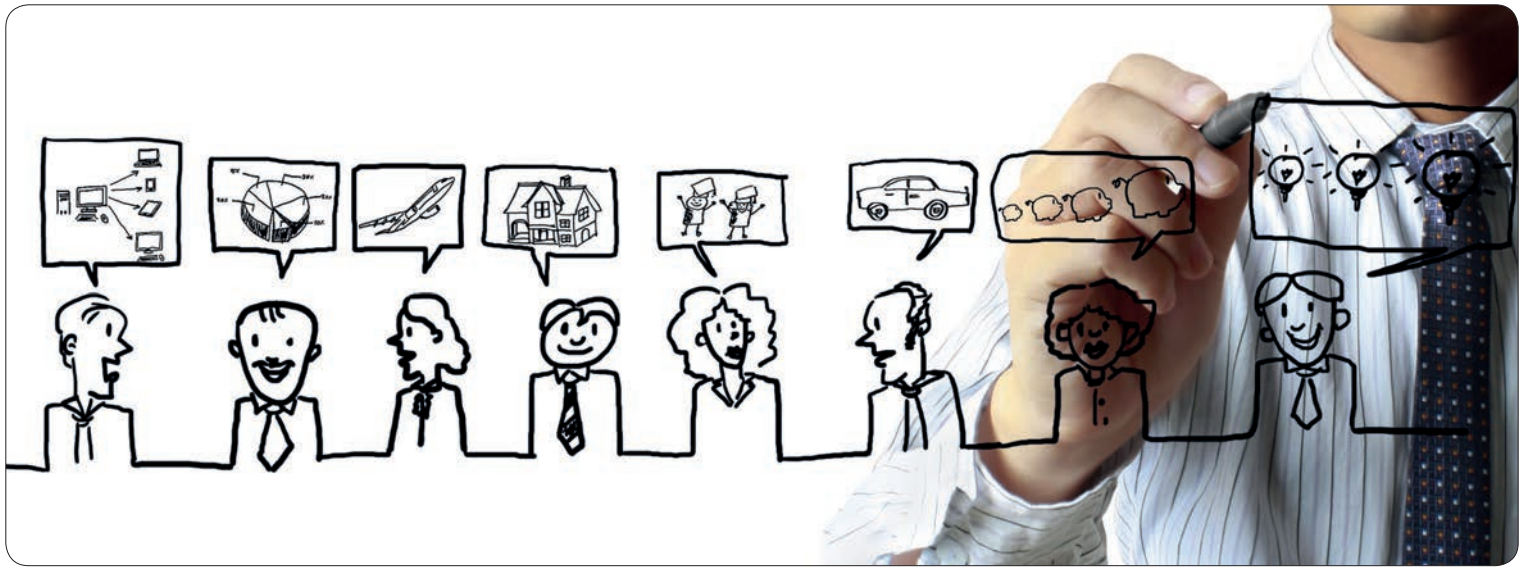


Classification and grouping



Achieving more with less...

\* E-Invoicing/E-Billing: The catalyst for AR/AP automation, Billentis. Sponsored by Ricoh



## Making the move to a digital workplace

Through a unique combination of consultancy and outsourcing, Ricoh's Citizen Communication Management service empowers government departments to communicate with citizens digitally.

The service ensures that citizens will receive communication from government departments in the format they prefer leading to significant cost savings and the potential for increased revenue.

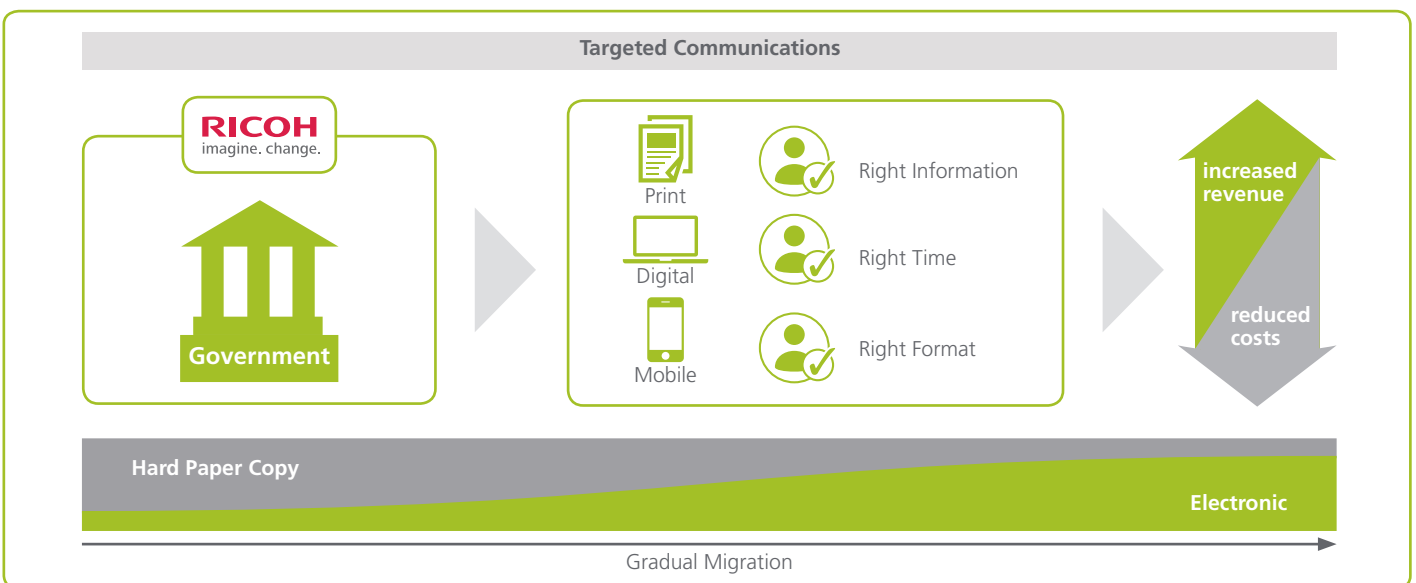
Ricoh will assume responsibility for all paper-based documents from day one, scanning and archiving them into the existing system. This allows the department to then convert all future documents into a digital format, no matter the channel they receive it through. They are then equipped to manage the out bound flow of information to citizens by ensuring they receive communications in the format they prefer.

Especially in the case of sending reminders for overdue costs, distributing digitally (for example, by email) will greatly reduce spend on sending paper-based documents while also supporting the government organisation's transition to more digital ways of working as outlined in the European Digital Agenda.

All data gathered and communications are available to government departments 24/7 in the secure Ricoh cloud. Our Level 3 data centres include multi-layer security and disaster recovery options, making it a highly secure and dependable environment to process and store confidential data.

## Key Benefits

- Citizens receive information in the format they prefer, improving the reputation and decreasing the costs of government departments
- Scanning and data capture enhances the security of citizens private information
- Classification and grouping of consignments can lead to a reduction in post



**Figure 1: Citizen Communication Management Workflow**

Citizen Communication Management helps government departments communicate with citizens digitally

## About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems and IT services, Ricoh offers government departments true end-to-end solutions that can deliver efficiency gains and also cost efficiency.

Ricoh's proven suite of document and data solutions can help government organisations solve the business process jigsaw to drive change. Our solutions are based on an integrated offer of tailored technological services and solutions to help government organisations. This includes process and infrastructure optimisation, encompassing consultancy services, technological solutions and outsourcing services. See below an example of our work:

## Outsourcing of 1.7 million tax forms leads to greater efficiency and cost savings at Municipality of Amsterdam (DBGA)

The Municipality of Amsterdam (DBGA), a busy government department, engaged Ricoh to assist them in the creation, printing and distribution of tax forms.

DBGA had more than 60 tax form templates, some of which had up to 12 variants that were sent to citizens. Due to municipal political guidelines and changes, these forms constantly required updating. This task was not only putting a strain on resources but also meant a number of errors were being made along the way.

Ricoh's Service Centre was engaged as it had the systems in place to implement changes quickly and accurately. Ricoh developed templates for 48 document types, and their variants, which were approved by the relevant departments. Ricoh was able to make last minute changes to documents quickly and easily, eliminating the risk of errors being made.

The software developed by Ricoh also indicates which tax return forms and accompanying materials each citizen needs to receive before sending a test PDF file to DBGA for approval. Once all approvals have been received, Ricoh's Service Centre manages the print and distribution of the forms to citizens.

In working with DBGA, Ricoh has also been able to identify other areas where they may benefit from a cost and efficiency point of view. Ricoh advised DBGA to switch to single A4 paper for all forms, instead of forms on a roll which required cutting post print. This has not only saved time, but has reduced the risk of error.

The overall solution has meant that DBGA has seen not only an improvement in the quality of the communications sent to citizens but also a decline in costs.



*"Even during peak periods and with last minute changes, Ricoh manages to have all the tax forms ready on the planned send date. Amazing."*

**Document Manager, Tax Department, Municipality of Amsterdam (DBGA)**

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