



## LINEA AMICA: MULTICHANNEL CONTACT CENTRE OF THE PUBLIC ADMINISTRATION

**Linea Amica** is an initiative of the Ministry for Public Administration and Innovation implemented by Formez PA. Active since January 29<sup>th</sup> 2009, the service provides citizens with information and assistance regarding problems related to the Public Administration. It focuses its attention on citizen's requests and on attending to their needs during the problem solving process until their request are solved.

**The service** is provided by **180 operators** specialized on the issues of Public Administration system. The multi-channel architecture provides contact points by telephone (toll free number **803.001** from fixed line phones, **06.828881** from mobile phones), web ([www.lineaamica.gov.it](http://www.lineaamica.gov.it)) and Short Message Service (44001). The service is available on weekdays from 9.00 am to 6:00 pm.

**Linea amica has been supporting the Abruzzo region** since the very first days after the earthquake of April 2009. The people affected by earthquake have at their disposal a dedicated toll free number: **800.155.300** (toll free number when calling from a regular landline number or from a mobile phone).

Linea Amica is made up of two different groups, a **front office group** and a **back office group**. The former is responsible for answering phone calls and gives immediate feedback (if possible). The latter solves complex issues by interacting directly with the Public Administration.

Moreover, Linea Amica is the largest European customer relations network, where more than 1000 institutions and facilities team-up daily with Linea Amica experts in order to help citizens solve their problems. Some of the above mentioned structures are: INPS, INAIL, INPDAP, Taxation Office, the municipalities of Rome and Milan, hospital reservation facilities in Lazio and Emilia Romagna, several Ministries, Regions and local authorities. The Network has had over **85 million contacts**, of which **59 million** through operators.

Linea Amica's contact center has had about **365,000 second level contacts**, of which about 100,000 concern Linea Amica Abruzzo. About **165,400 cases** handled. Customer satisfaction is more than **94%**. The average wait before a call is answered is 40 seconds.

### EASY ITALIA – LINEA AMICA TURISMO



Easy Italia is a phone-in customer service facility that provides tourists with assistance and information on touristic matters. Easy Italia is managed by Formez PA as ordered by the Minister of Tourism. The service works 7 days a week and provides assistance in 7 different languages (italian, english, french, german, spanish, chinese and russian). Italian and foreign tourists can contact Easy Italia by calling **039.039.039** about the following issues:

- Tourist's rights
- Updated touristic information (trips, museums, exhibitions, tourist attractions, events)
- Assistance on inconveniences and emergencies