



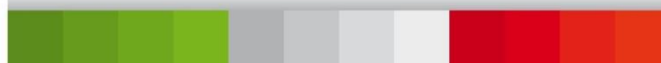
**Governo italiano**

*Presidenza del Consiglio dei Ministri*

## Relationship between the PA, citizens and businesses

“Friendly Networks”, “Friendly Line”, “Show Your Face”  
three initiatives to improve the relationship  
between PA and citizens

*Ministro per la pubblica amministrazione e l'innovazione*





# Three initiatives



“Friendly Networks”  
the PA reaches out for you

mettiamoci  
la faccia

“Show Your Face”  
customer satisfaction



Linea Amica

803 001  
06 828881

da telefono fisso  
da cellulare

“Friendly Line”  
call the PA



# “Friendly Networks”: the PA reaches out for you

Through “Friendly Networks” the relationship between citizens and Public Administration becomes more friendly and efficient because:

- the number of access points to the services increases, thus eliminating queues and creating competition;
- services provided by different administrations are offered through a single access point;
- everyone is able to access PA services through modern infrastructures;
- public offices are relieved of users congestion, allowing for a more effective management of time and resources for new services.





# “Friendly Networks”: the Network and services

The Ministry of Public Administration and Innovation has entered into agreement with public and private networks in order to facilitate access to payments and services linked to all levels of Public Utilities, services and offices. The key Networks that have been so far included in the initiative are:

- The **Italian Postal service**, a state controlled company, starting with 5.740 “friendly access points” with great potential for growth among the 13.893 offices evenly spread out over the whole National territory;
- The **Italian Tobacconist shop network**, comprised of private enterprises, that offers an additional 20.000 linked access points with potential for extending the service to all of the 57.870 shops easily accessible throughout Italy;
- **Several major companies**: Ferrovie, Lega Coop, Enel, Finmeccanica, Mediaset, IBM, UniCredit e IntesaSanPaolo.



## “Friendly Line”: call the PA

A PA closer to citizens is ready to answer, inform and help. With “Friendly Line” you can call just one number to:

- be rapidly forwarded to the toll free number of the appropriate administration;
- be guided through all the portals and services offered by central administrations;
- obtain information or be recalled if the problem cannot be solved immediately;
- complain for bad service and express your evaluation for every specific interaction with PA;
- receive assistance in the case of disadvantaged situations (blind, deaf).





## “Friendly Line”: quick facts

- Over 364.000 recorded contacts, of which around 100.000 for the Abruzzo (earthquake stricken area) Friendly Line;
- Over 165.000 issues dealt with, around 49.000 of which in Abruzzo;
- 76% of cases solved by front desk operators;
- Around 40 seconds of average waiting time per call;
- Around 1.000 contact points with the citizenship coordinated by the Network;
- An estimated 85 million contacts handled by the Network, 59 million of which through operators;
- 27.30 questions and answers gathered and over 1.600 published on the web;
- 13.278 numbers of the PA available and 1.770 registered Hotlines;
- 1.727 published news;
- 483 videos posted on the dedicated YouTube channel with 54.443 viewings;
- Over 530.000 visitors on the portal and 1 million 350 thousand pages viewed;
- 91,6% is the approval rating from the telephone feedback and 81,1% from the portal.



# “Show Your Face”: customer satisfaction

Assessing citizen-customer satisfaction is the most important standard to improve the quality and efficiency of the PA activities. Through the “Show Your Face” initiative the citizen can:

- assert a central role in the relationship with PA;
- help the PA assess the functioning of its offices;
- contribute to identify priorities and point out the weak spots of administrative processes;
- Develop a more transparent and participatory relationship with the PA.

**mettiamoci  
la faccia**



## “Show Your Face”: quick facts

- The initiative, launched on March 29, 2009, works by gathering customer satisfaction remarks through simple emoticons:



- A year on, as of June 30th 2010, the program is gaining momentum and improving services based on the feedback from citizens through the interactive and dynamic customer service approach. Some quick facts on the processed data can be thus summarized:
  - 230 Public Administration departments taking part in the initiative;
  - 90% satisfaction recorded on the judgments cast by users in front offices and around 75% from the feedback on telephone and web based services;
  - 362 testing offices and 1353 front offices where citizens can “show their face” on the service received providing up to 420.000 judgments per month;
  - projections for the end of 2010 foresee the active involvement of 1700 offices and 3500 counters through which citizen’s feedback will be provided.