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Deployment in Hamburg: using the Customer Management Instrument to manage requests and complaints from the public.

HC's software products are also now being applied to areas outside of the world of public transport. Since April 2010, the local authority office in Hamburg North, a regional office of the Free and Hanseatic City of Hamburg is working with the Customer Management Instrument KMI.

An active complaint management system serves to communicate the interest and involvement of local authorities in dealing with the requests and concerns of the public. At the same time the quality of service can be improved and possible weaknesses revealed and eliminated.

Intensive preparations for a customer-friendly implementation

The Customer Management Instrument launch was preceded by intensive preparations on the part of an internal working group of the Hamburg North local authority office, assisted by HC. The working group was composed of representatives from different local authority departments in order to incorporate all possible areas of interest and to enable the members of working group to win the acceptance of their departmental staff for the instrument from an early stage. Issues such as

- structuring the centralized and decentralized processes,
- the relevant scope of contents,
- adherence to the framework for individual complaints,
- schedule control,
- implementation control,
- defining work processes and
- reports (type/range of qualitative and quantitative evaluations).

All of the above were described by HC in detail and the software side was then implemented by HC and these now serve as guidelines for active complaint management.

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