



The eTEN Programme

CARMEN is supported by the European Commission's eTEN programme, which is designed to help the deployment of telecommunication-network-based services (eServices) with a trans-European dimension.

eTEN focuses strongly on public services, particularly in areas where Europe has a competitive advantage. The programme aims to accelerate the take up of services to sustain the European social model of an inclusive, cohesive society.



For more information about the eTEN programme, visit the programme website:
http://europa.eu.int/information_society/activities/eten



More information can be found at the project website:

<http://www.carmenproject.org>

For more information about project partners:

City of Prato

<http://www.comune.prato.it/>

City of Saarbrücken

<http://www.saarbruecken.de>

City of Sheffield

<http://www.sheffield.gov.uk>

Black Country Consortium

<http://www.blackcountryconsortium.co.uk/>

Ancitel

<http://www.ancitel.it/>

Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI)

<http://www.dfki.de>



Citizen Advanced Relationship Management



CARMEN, which is supported by the European Commission through the **eTEN programme**, is a project to develop a **Customer Relationship Management (CRM)** platform for the public sector.



What is CARMEN?

The **Citizens' Advanced Relationship Management** project will benefit the public sector across Europe by developing a new back office system based on **Customer Relationship Management** (CRM) principles. The system will seamlessly combine new multi-media channels with traditional access methods to improve service delivery. This will benefit administrations and citizens by:

- Providing more streamlined and enhanced services to citizens, which will increase public satisfaction and loyalty to municipal services.
- *Improving two way communication between citizens and public authorities.*
- Providing a solution that the public sector can adopt without high expenditure.
- *Providing value for money and making back office processes more efficient.*
- Increasing the effectiveness of municipal services, thus making municipalities that

adopt **CARMEN** more attractive places to live and do business.

How will CARMEN work?

The system will widen the communication choices for administrations, business and citizens by fully exploiting the benefits of broadband and mobile communications, including web portals, call centres, SMS and other technologies. An archive tracking system will improve management of citizen requests, allowing development of personal and group profiles. Data retrieval processes will be improved so that information can be more efficiently delivered to citizens and businesses.

How will municipalities be able to apply CARMEN?

CARMEN will be flexible with modules that can be integrated into applications already in use in municipalities. The system is being tested by Pilot Cities, which have identified a number of application domains where

CARMEN can work, ranging from Environment to Traffic & Mobility, Personal Services and e-Democracy.

What are the stages in the project?

CARMEN involves an eighteen-month Market Validation phase, due to conclude in March 2007, during which participating cities will pilot a number of services, selected from amongst their existing applications. These services will be integrated into the **CARMEN** CRM platform and evaluated with a view to replicating them in one or more other cities. The analysis will be extended so that the viability of the services at European level can be addressed.

Who is behind CARMEN?

CARMEN will be tested in the cities of **Prato** (Italy), **Saarbrücken** (Germany) and **Sheffield** (UK), as well as in the region of the **Black Country** (UK). They will be assisted by **Ancitel** from Italy and **DFKI** (the German Centre for Artificial Intelligence).