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Seminar puts the citizen in CRM

Citizen relationship management, a crucial element of agencies' e-commerce plans, prompted a full day of sessions recently at a seminar in Washington presented by Technology Excellence in Government. CRM—which in government circles replaces "customer" with "citizen" in its name—combines software, the Internet and employee procedures for managing customer, or constituent, services. The seminar, sponsored in part by Post Newsweek Tech Media and the Digital Government Institute of Bethesda, Md., examined the many pieces of CRM.



Chris Taddei



Belchior Mira

Jean O'Donoghue, Labor Department Web manager, describes how Labor reshaped its Web presence to meet the President's Management Agenda.

Chris Taddei, acting manager of the Postal Service's Contact Management Center, details the center's role in USPS' CRM strategy. Belchior Mira, CIO of Virginia's Human Resource Management Department, offered a case study on how the state has saved money by sharing data and letting citizens update information online.



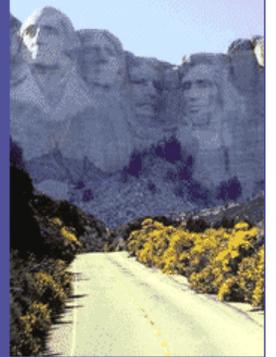
Jean O'Donoghue

(Image By: Olivier Douliery)

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