

Improving the Quality of Life in Athens

Client: City of Athens

The City of Athens is the largest municipality in Greece, covering an area of 38.96 km² and serving approximately 700,000 residents, with at least 2 million people commuting daily. Additionally, Athens is one of the most popular tourist destinations in Europe, welcoming more than 5.5 million tourists annually.

Challenges:

Effective administration and reliable municipal services are imperative for the municipality to successfully handle a vast volume of requests from residents and visitors. The City of Athens aimed to further strengthen its digital strategy to improve communication and citizen services.

Solution:

The solution was a modular SaaS platform, accessible 24/7, which could seamlessly integrate with the municipality's existing information systems, eliminating unnecessary infrastructure and maintenance costs. The main goal was to alleviate the municipality's call centre, which received over 250 calls daily for requests, by introducing a new digital communication channel while simultaneously reducing the cost of handling requests. Additionally, the platform needed to be customisable and capable of integrating new digital services to meet the growing needs of citizens and visitors.

The Novoville platform began its pilot operation in the City of Athens in October 2018. Following the success of the pilot period, the platform was upgraded with more features and continued its operation, with 280 employees from all municipal departments trained to use it.

Now, all citizen requests submitted either through the call centre, the municipality's website, or the Novoville app are recorded in the platform's management system in real time, and are automatically assigned to the relevant department. The municipality's administration has 24-hour access to the management dashboard and a wealth of live statistics, enabling informed decision-making based on real data.

On the other hand, citizens can submit their requests via the Novoville mobile app or web app in just a few minutes, without needing to call or visit the municipality. Equally important is that they now receive automatic notifications about the progress of their requests through digital communication channels (SMS, push notifications, and emails).

Results:



Improved Request Management: Within 4 years of the Novoville platform's operation (September 1, 2019 - September 1, 2023), the City of Athens received 647,602 citizen requests, of which 607,165 were resolved, representing a 94% resolution rate.



Reduction in Phone Calls: By enabling citizens to submit requests straight from their mobile phones, the municipality managed to reduce the volume of phone calls received by its services by 63%.



Enhanced Communication with Citizens: 897,850 personalised messages were sent to the 189,800 registered citizens on the app, making communication between the municipality and its citizens direct and bidirectional, while also drastically reducing the number of outgoing calls for information. Overall, the volume of calls to/from the call centre decreased by 47%, saving critical resources and hundreds of work hours.



Increased Efficiency: The Novoville platform improved workflows, allowing municipal services to increase their efficiency by 53%.



Testimonial:

"The municipality's work becomes substantial and meaningful when it is tangible, when it has visible results for everyone. Novoville is the medium, the communication channel with the citizens, in a city where the municipality is present where and when it is needed. It is the mechanism that enables citizens to be heard when they speak and the municipality to listen to them. The changes we all want to see in the neighbourhoods of Athens will only come if we pursue them together."

Kostas Bakoyannis, former Mayor of Athens