Local Goverment Web Marketing Case Study.

Regione Piemonte: Online support in registering visitors for a public conference.

"Thanks to SitoVivo Web Marketing Suite®,
"Regione Piemonte" could easily manage all users' registrations.
Each operator was able to support over 992 visitors per day."

Fabio Pagano
SitoVivo S.r.l .CEO & Product Manager

Project details:

Regione Piemonte, together with CSEA, a famous Italian training organization, organized the conference *"The Harness of the Chimera."* The conference focused on policies implemented by Regione Piemonte, as well as on the results achieved in supporting the creation of new companies.

The website for the conference contains information for participants and the online application form. The website is constantly monitored by an operator who supports visitors thanks to SitoVivo Suite in mother-tongue language mode. Regione Piemonte detected some difficulties in the registration procedure up to then normally adopted: users, in fact, had to complete a form and send it via regular mail, or fill out an online form , which had to be integrated with a faxed confirmation of users' personal data and identity.

In order to simplify and facilitate user registration procedures with a view to encouraging visitors, SitoVivo and Regione Piemonte decided to implement SitoVivo Live Customer Care tools .

Regione Piemonte: main needs.

Regione Piemonte had the following needs in order to improve its registration procedure and the conference's participants management process as a whole :

Needs of the Organization

SitoVivo's Solutions

Collect all visitors' online registrations , in order to correctly predict the total inflow at the event. Reduce the workload of telephone operators.
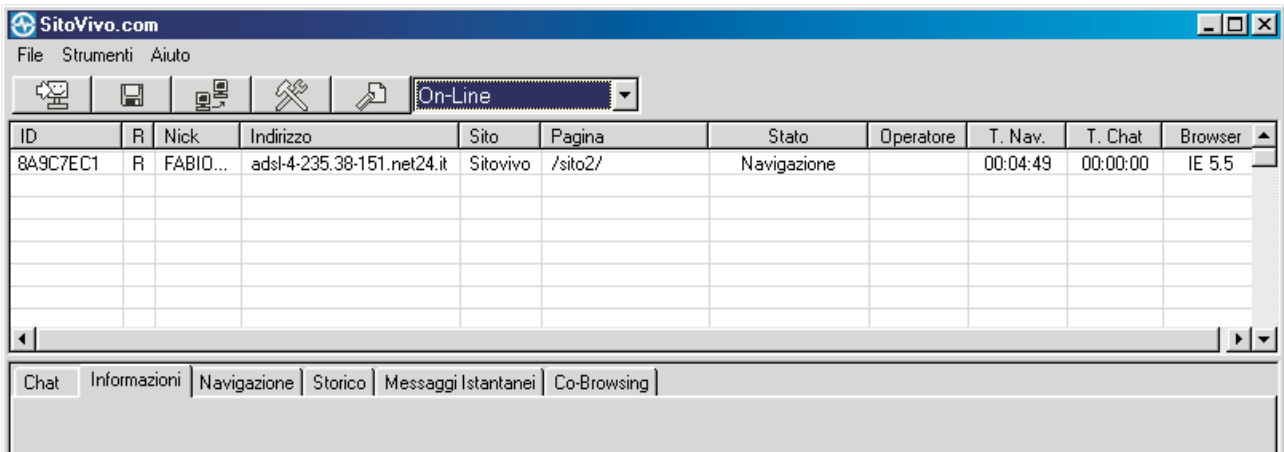
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Reorganization of the registration procedure, simplifying and centralizing it on SitoVivo Live Customer Care system.

Improve the image of "Regione Piemonte" for visitors.

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Single visitors' navigation monitoring, throughout all their visits.
I Interaction with each single visitor (chatting, documentsand/orweb pages delivery, emails, co-editing, instant messages, ...

Adopted strategy:

In addition to providing Regione Peimonte with SitoVivo Live Customer Care, which is an extremely powerful software designed to manage the user's online assistance service , SitoVivo S.r.l. also organized a special training for the operators.

The training focused in particular on the following activities :
- Defining responses to questions most frequently raised by users;
- Customer Care service: assistance to users completing online registration-forms;
- Customisable Heading: link to the map, link to the registration form and to more details on the conference.

Regione Piemonte: | **Concrete benefits .**

The use of SitoVivo Suite has revealed the following advantages for this Local Government:

1. Local Government Image Improvement

Users visiting the website can interact with an operator of the Regione Piemonte who can provide details about the conference and the registration procedures.

The organizers of the conference can easily verify availability and inform users accordingly . This timely and efficient online service helpedimprovethe image of the Public Organization .

2. Adoption of One-to-One Communication

The operator can reply in different languages, choosing the best one for each different user, and can give any information required. The obtained result is very similar to one-to-one face-to-face communication, with the added advantages of multimedia communications.

This is a key element for an effective relationship with the Public Organization's users .

3. Reduction of Live Customer Care costs

Each operator is able to simultaneously assist more than five users. This can help reduce the number of operators needed by the Public Organization. SitoVivo Suite also helped reducing registration management costs by simplifying the registration procedure.

4. New professional prospects *(TeleWorking)*

Each operator is able to assist website visitors from any personal computer: operators can therefore provide Live Customer Care from their own home, without having to physically reach the office location. SitoVivo Suite includes in fact comprehensive tools for managing Visitor Assistance service in TeleWorking mode.

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Web Marketing 1to1

Regione Piemonte | **Final Report.**

In essence, **the image of Regione Piemonte**, the organizers of the conference, and CSEA was improved by SitoVivo Live Customer Care® *(one of the modules available with SitoVivo Suite®)*, a high-quality web tool   with great functionalities.

Thanks to website **real-time monitoring,** , over 150 registrations were made through the registration form, and assisted by SitoVivo Live Customer Care in the month before the conference.

In other previous similar conferences, a large quantity of entries received by fax or by traditional mail was often disregarded . This createdconsiderable inconvenience to the organizers when attempting to calculate the real number of participants for the event.
SitoVivo Live Customer Care was able to reduce this problem by **providing the stable registration data** needed to make the relevant logistic choices.

These excellent results were obtained mainly thanks to the accurate training operators underwent , and to the fact that information requests coincided with the filling out of online registration forms .

SitoVivo Marketing Staff
Case history on The Harness of the Chimera