

Línea Madrid: Preferential Attention for People Over 65

**Citizen Services of Madrid City Council
Spain
Mar Núñez Suárez**

10th CAF Users' Event under the Polish Presidency of the Council of the EU

10th April 2025, Warsaw

CONTEXT

Línea Madrid is the brand that identifies citizen services within Madrid City Council

Línea Madrid merges all citizen services through the following channels:

- **telephone assistance (through 010 phone platform)**
- **face-to-face assistance in 23 main Citizen Attention Offices (OAC) and several auxiliary offices** located in each district of the city of Madrid.
- **telematic assistance in social networks (FB, X) and virtual assistant (chat bot)**
- **Website www.madrid.es**

[Video Línea Madrid \(1\).mp4](#)

- ☐ **Municipal census of inhabitants**
- ☐ **General Electronic Registry (for any Public Administration)**
- ☐ **General information**
- ☐ **Tax payments**
- ☐ **Fine payments**
- ☐ **Regulated city parking service**
- ☐ **Electronic signature**
 - ☐ Electoral Census
 - ☐ Change of address for vehicles circulation permits
 - ☐ Bicimad
 - ☐ Madrid Low Emissions Zone: ZBEDEP, Madrid Central and Plaza Elíptica
 - ☐ Transport Blue Card
 - ☐ Cadastre Services
 - ☐ Cultural workshops and courses
 - ☐ Information on notices and petitions
 - ☐ Traffic Sanctions
 - ☐ Urban camps
 - ☐ Home telecare
 - ☐ Social aid
 - ☐ Health exclusion
 - ☐ Card for the elderly
 - ☐ Enforced tax collection
 - ☐ Patrimonial liability claims

30+ different services
provided

People attended in face-to-face and telephone channels

NUMBER OF CALLS BY TELEPHONE CHANNEL



NUMBER OF PEOPLE SERVED IN OFFICES



Satisfaction scores by citizen service channel

SATISFACCIÓN GLOBAL (Valoración media)*

	OAC	010	Madrid.es y sede electrónica
2024	9,47	8,87	7,27
2023	9,26	8,81	7,91

SATISFACCIÓN GLOBAL ("muy satisfecho "+"satisfecho")

	X	Chat Online	Facebook
2024	90,5%	63,6%	88,5%
2023	93,4%	74,0%	-

OAC = Citizen attention offices

010 = citizen service phone number

SUGGESTIONS, COMPLAINTS AND COMPLIMENTS

CITIZEN FEEDBACK	2021	2022	2023	2024
Suggestions	108	130	85	60
Complaints	1768	4271	2787	1538
Compliments	463	598	514	729
Total	2339	4999	3386	2327

PROJECT BACKGROUND

- Based on the CAF's 2021 **certification feedback report**, Criterion 6 indicated there was margin for improvement in the satisfaction of the group of people over 65 years of age.
- During the 2024 **self-assessment process**, this was considered as an area for improvement and was included in the Action Plan.
- The project began with an **in-depth analysis of the barriers** faced by older adults when accessing Línea Madrid services.
- Introduced **tailored solutions**



IMPLANTATION PROCESS

- Phase 1 (April 2022):

Walk-in services at Offices, eliminating the need for pre-scheduled appointments.

- Phase 2 (May 2022):

Dedicated toll-free telephone line (900 111 065) operating 24/7.

The line connects seniors directly to agents, prioritizing their calls over others.

- Enhanced **technological infrastructure**
- **Staff training** to address seniors' specific needs

Key Enhancements for Seniors in telephone channel:

- **Priority Handling**
- **Minimal Waiting Times**
- **Extended Support**
- The preferential line **eliminates technological barriers** by **connecting seniors directly to agents** without requiring keypad navigation.
- **Free** calls ensure accessibility for all users, regardless of location or technological proficiency.

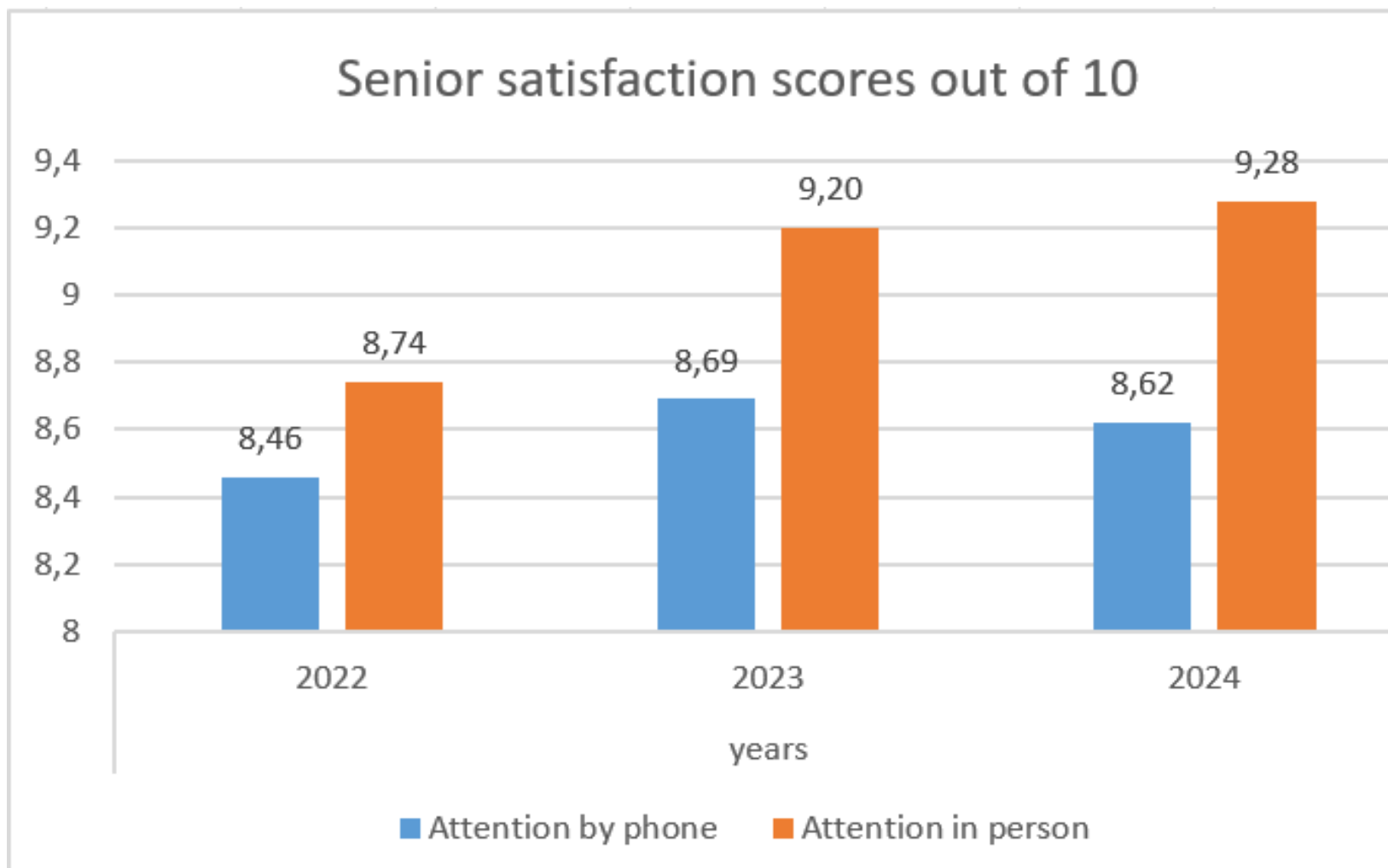
Comparative elderly data by years and citizen service channels

	Number of elderly ASSISTED			Number of SERVICES provided to seniors		
	face to face	telephone	Total	face to face	telephone	Total
2022	91.859	39.742	131.601	141.847	55.458	197.305
2023	105.016	65.750	170.766	210.081	108.803	318.884
2024	168.087	97.072	265.159	349.907	189.504	539.411

Senior satisfaction comparing:

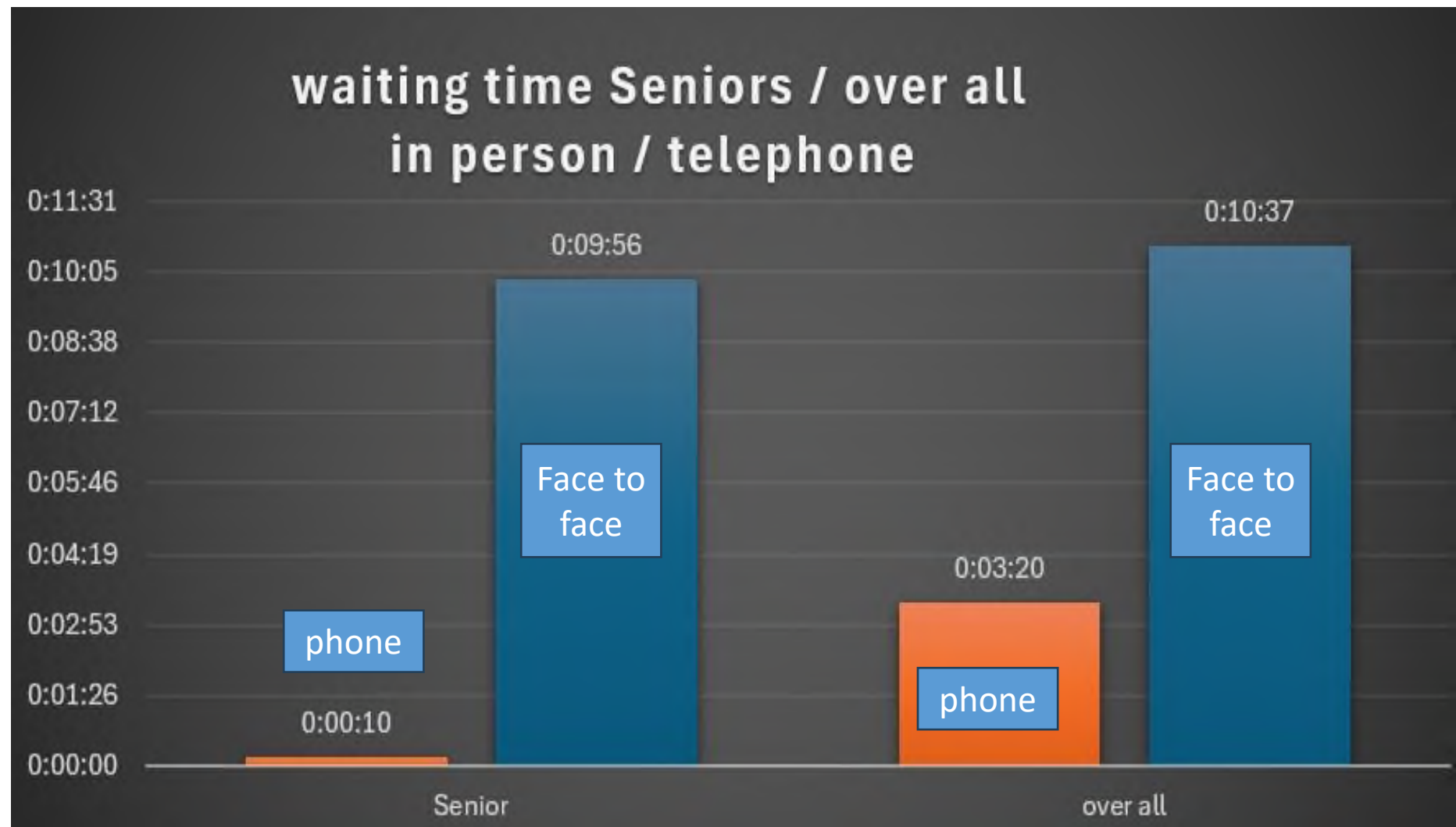
- years

- channel of service
(face-to-face / telephone)



Comparison of
waiting time to be
attended
between:

- elderly / total
- in office / by phone



Complaints, suggestions and compliments submitted in 2024.
Elder **submit fewer complaints** and **more compliments** in both service channels.

citizens' opinions	attended by telephone					
	Up to 64 years		65 years or older		Total	
	673		44		717	
complaints	567	95%	30	5%	597	100%
compliments	86	89%	11	11%	97	100%
suggestions	20	87%	3	13%	23	100%

citizens' opinions	attended face-to-face					
	Up to 64 years		65 years or older		Total	
	1208		174		1382	
complaints	680	94%	46	6%	726	100%
compliments	506	80%	125	20%	631	100%
suggestions	22	88%	3	12%	25	100%

Broader Impact

- For Seniors: accessibility, convenience, and satisfaction.
- For management : greater balance across service channels.
- This initiative serves as a benchmark for **inclusive governance**, ensuring that senior citizens remain an integral part of the community in the digital age.
- To **facilitate the use of the website for the senior users**, a website accessibility and usability study has been carried out at the end of 2024 and specific improvements for older people will be implemented during 2025.