Roads and Transport Authority (RTA)

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Established by the Government of Dubai in 2005, is mandated to provide efficient transportation in the Emirate aligned with Dubai economic development plan. It is the entity responsible for planning and providing the requirements of transport, roads, and traffic in the Emirate of Dubai, and between Dubai and other Emirates of the UAE, neighboring countries in order to provide an effective & an integrated transport system capable of achieving Dubai's vision & serving the vital interests of the Emirate.

The organization of RTA consists of six functional transport agencies; Traffic and Roads Agency, Public Transport Agency, Rail Agency, Licensing Agency, Dubai Taxi Agency, Strategy & Corporate Governance Sector, Corporate Support Services - Technical Sector, Corporate Support Services – Administrative Sector

http://www.rta.ae/

Solution Highlights
• Customer Relationship Management - Call Centre Solution

Link Development enabled Dubai Roads and Transport Authority (RTA) to Empower Its Services and Relationship With Citizens Through a State-Of-Art Customer Relationship Management Solution Based on Microsoft Technologies

The Challenge
Targeting to serve millions of citizens while setting the quality of service and efficiency of operations as first priorities, RTA pointed to have a tool that grants better citizen's profile visibility along with intelligent features to manage its services. RTA mainly aimed at having an easy-to-use customer service platform that helps; providing quick services, facilitating communication with citizens dealing with all RTA agencies, and giving RTA's executive board reliable insights over provided services' quality, citizens' satisfaction levels, and employees' performance to ensure the excellency of those three aspects.

The Solution
Link Development through its vast experience in Customer Relationship Management (CRM) solutions and highly profiled experts has endued RTA's existing CRM solution to become a state-of-art. Through its focused analysis exercise with RTA's stakeholders, Link Development has proposed a set of features to be enhanced and another set to be introduced in order to tailor a solution that perfectly fits RTAs needs and expectations. Link Development has worked on RTA's solution through three releases according to business impact prioritization. So targeting critical problems first, besides RTA's desire to contribute in GITEX 2012 as the first entity in Dubai having a Microsoft Dynamics CRM version 2011 implementation, Link Development has launched the solution's first release only after four months from project's start. Release one aimed at upgrading the existing CRM solution from Microsoft Dynamics CRM version 4 to version 2011 and so giving customer service representatives' better user experience and ability to handle cases in a timely manner, which in turn enhanced the overall performance. Also release one targeted strengthening the bond between RTA and citizens, so it:
• Introduced the facility to communicate suggestions, inquiries, and complaints through a private channel from citizens' Facebook accounts which significantly made RTA more reachable and enhanced the overall communication experience
• launched a new module to contact citizens via SMS

Second and third releases were executed in parallel to launch the full solution within the least time frame. Release two introduced two important marketing modules:
• Campaigns Management; so RTA is able to manage marketing campaigns with all its customers base
• Events Management; so RTA is able to create, execute, and administrate events with internal employees and citizens

Solution Benefits

- Better engagement with citizens through new channels and new marketing modules
- Boosting customer services representatives performance through significant user experience enhancements
- Better access to citizens' data and adding new services and so enhancing overall provided services value
- Improved performance audit and control through a strong and dynamic reports and dashboards platform

Software and Services

- Microsoft Dynamics CRM 2011

Then release three rolled out a set of options that gave the customer services representatives a room to handle cases more efficiently like; categorizing citizens' profiles, accelerating cases' creation and data filling through advanced usability tips and tricks, and providing knowledge base and FAQ database to accurately respond to citizens' inquiries. Besides, release three also established more bridges between RTA and citizens, so a case resolution surveys module was published to consolidate citizens' feedbacks about the quality of services and so keeping an eye upon their level of satisfaction. In addition to reinforcing existing RTA's services like; enhancing "Lost & Found" cases to increase the probability of finding lost items and updating cases' Service Level Agreement (SLA) to be more responsive and to cope with emergency cases.

All besides presenting a mechanism for generating dynamic reports and dashboards for executive management to easily follow up on employees' performance and have insights over operations efficiency and citizens' satisfaction. Introduced reports platform enabled system users to create their own tailored and visual reports by themselves and so reporting capabilities became extendable as much as RTA's services extend.

Provided services required integration with RTA backend systems to grab needed data and also to give customer service representatives the advantage of working from a single system instead of multiple ones, which extremely shortened cases' management time. Link Development's implemented CRM system integrated with:
- RTA e-traffic system, which is concerned by parking fines and seasonal parking cards information
- m-Parking system, which beholds data of parking payment via mobiles
- Unified Automated Fare Collection (UAFC) that keeps metro cards "NOL Cards" transactions
- RTA portal that is a main channel for receiving citizens cases
- RTA's contact center system, based on Avaya, to automatically identify citizens from their phone numbers and find related previous incidents

"We are very happy to be associated with Link Development in the second phase which will lead RTA's top management to have a single repository for reporting and performance measures for various business functions. On a more customer aspect, it will enable us to have 360 degrees view of every customer interaction and serve our customers much quicker. The upgraded CRM solution has made it easier for all RTA departments, not only to manage customer queries and suggestions but also by giving them on-screen case history while the representatives are talking to clients and agencies. " said Mr. Abudllah Al Basti, Director of RTA's Information Technology Department