



Link Development Helps MLSD in Laying the Digital Grounds of a Fair Economic Transformation for KSA Citizens



Ministry of Labor &
Social Development
Kingdom of Saudi Arabia

The Saudi Ministry of Labor and Social Development designed a new initiative called the Citizen Account Program to capture constituents information in KSA for consolidation and processing. In accordance with a matrix of factors, their eligibility for water and energy subsidy and the monetary value of subsidy will be determined. The ministry commissioned Link Development

to architect a customized and integrated platform for MLSD Beneficiary & Subsidy Management based on CRM and BIZTALK. In the span of two months, 12 million Saudi citizens were profiled, managed, processed by the solution, paving the way for establishing social justice before proceeding with radical economic changes.

Customer	MLSD
Industry	Government
Solution	MLSD Citizen Program Platform
Technology	Microsoft Dynamics 365, BIZTALK, SharePoint

MLSD, Driving Fair Economic Transformation with Digital

The Saudi Ministry of Labor and Social Development (MLSD) is responsible for organizing the employment market through the implementation rules and regulations. It also provides principal mechanisms to achieve an efficient and prosperous labor market and organized recruitment of Foreign Workers. The ministry is also responsible for spreading welfare among citizens, guaranteeing their satisfaction and making sure that financial and in-kind subsidies reach the neediest citizens.

The Citizen Account Program, Part of KSA's Vision 2030

The Saudi Government is going through serious economic transformations in its water and energy subsidy system. Previously, all KSA constituents were eligible for equal subsidies regardless of financial status nor nationality.

Resulting in unfair distribution of these benefits and a significant waste of water and oil as strategic resources, the government devised a new plan of direct and indirect reform that will cause a radical change on the map of energy and water subsidy and rationalize consumption.

To create preemptive measures against incurring any additional burdens on any segments in the society and to protect Saudi families of different income-levels, MLSD designed the Citizen Account (CA) Program.

The CA Program is a cash-transfer solution that transfers funds to eligible beneficiaries in the form of direct financial allowances.

To ensure who is an eligible beneficiary, KLSA had to use citizen information stored within an old system that was difficult to access, inefficient, and challenging in information reachability and management. Manual information changes took lengthy time from employees only to find in accurate system updates.

The "Citizen Account CRM" is a success! For us, digital transformation is strategic for business sustainability and improvement. We are impressed with Link Development and looking to navigate more digital journeys with them!

*Ali AlRajhi,
General Manager,
Citizen Account Program, KLSA*

The Citizen Account Program; a CRM Platform

Standing on KSA's 2030 vision of people as the real wealth in KSA and stressing on social justice and increase of non-oil revenue as critical objectives; MLSD decided to create a new digital solution that will bring CA Program to life.

MLSD opted to use latest Microsoft technologies and after market evaluation, they chose Link Development, the consecutive [winner](#) of 2016, 2015 & 2014 Dynamics Inner Circle & President Club recognitions; & a 2015-2016 Microsoft Dynamics Certified Public Sector Partner in MEA.

Link Development delivered a customized and integrated platform for MLSD Beneficiary and Subsidy Management based on CRM and BIZTALK solution.

12 Million Beneficiaries Nationwide On Dynamics CRM and Counting!

To manage and grow cross-program benefits, beneficiaries' profiles needed to be scrutinized before being qualified for subsidy increase and other benefits in other welfare programs such as NAMA.

Since CA Program launch in February 2017, the information of all registrations that has been registered through the self-service portal is recorded on CRM; having employees effectively managing them.

Today there are 12 million KSA constituents' profiles and MLSD has 360 view of each and every single one of them; covering every beneficiary name, ID, address, number of dependents, occupation, disability information, bank information, specific needs, preferences, history, eligible services, previous interactions with MLSD and others. All submitted documents are gathered, updated, and saved in place.

Process Automation & Integration, for Digital Transformation

To develop cross-enterprise and cross-program operational efficiency, a number of processes were re-engineered and digitized to create harmonious and shorter workflows between 15 government agencies and entities within the government service bus. That is in addition to the full integration with MLSD backend systems, call center and others.

Through BIZTALK, as a middleware, exchange and processing of data among multiple entities was made easy, accurate, fast and secure. By providing a hybrid environment with reliable integrated technology infrastructure, the platform remains extensible, secure, scalable and easy to support changes.

The Benefits: Accelerated & Productive Transformation

- **Citizen 360 View**
Clear understating of about 12 million beneficiaries with 360 view of information across multiple systems
- **Digitally Productive Workers**
Nearly 3000 CRM users can effectively and easily use the solution from web or mobile to cater for citizen needs; all without manual, tedious processes
- **Digital Integrated Processes**
Automated processes in the service bus help accelerating pace of work while guaranteeing consistency of data
- **Digital & Omnichannel Experiences**
Citizens finds their information, requests and documents intact through the portal, the call center or any other channel
- **Digital Harmony**
Uninterrupted integration with 15 government body and with all internal systems at MLSD
- **Infrastructure Availability & Scalability**
BIZTALK drives extensibility, security and flexibility in the underlying infrastructure and the solution at large,
- **Citizen Satisfaction**
With fair distribution of subsidy and access to other welfare programs, citizens are secured and happy

Inquiries, Complaints, Appeals, Eligibility Inspection and More

The CRM is a central location for government employees to manage beneficiary needs. Beneficiaries can submit inquiries and issue complains through the KLSO call center, the ministry's back office, or the self-service porta where they are stored, processed and easily managed by MLSD employees.

To make sure that governmental support reaches the eligible constituents, employees run regular inspections and checks that can be logged, tracked and reported on through the CRM.

Social Engagement on Cloud

The voice of every beneficiary is critical and MLSD wants to listen, understand and answer. With Microsoft Social Engagement, MLSD can tap into citizen's sentiment, feedback and thought by tracking customers' enquires on social media such as Facebook and Twitter through certain hashtags and keywords, and open cases based on the results.

Integrated, Omnichannel Experience

Whether through the portal, call center, social media, or any other medium, beneficiaries can easily issue inquires or make requests that seamlessly flow to the right employees to get the answers immediately. Any information entered by the beneficiary are kept intact and accessible with documents for a secure, trusted experience.

Digital Productivity for 3000 Workers

With the capacity of 3000 users, the CRM solution transformed the productivity MLSD across different departments.

Now with a new digitally efficient system, their time is optimized in focusing on core services and operations. Employees are ready with reports and tools to give them insights on the status of requests, complaints and appeals made by beneficiaries in addition to eligibility inspection status and others; all through easy-to-use, real-time analytics and dashboards.

Technologies

- Microsoft SharePoint
- Microsoft CRM Dynamics
- Microsoft BizTalk
- Microsoft SQL Server