

Department of Transport (DOT), Abu Dhabi

Case Study

Client Profile

DOT or Department of Transport, Abu Dhabi was envisioned to deliver a world-class transport system and develop a modern, comfortable & reliable public transport system linking the island of Abu Dhabi. With constant up-gradation of services and service delivery platforms, DoT is in the process of creating a highly sophisticated transport network that will move people and materials efficiently through the Emirate, in a way that contributes to the quality of life for all residents, businesses and visitors.

Background

In order to provide better services to the public, and in line with the Department of Transport's (DOT) overall strategic plan, the Customer Service Center was required with the aim to meet all customer needs and respond to their constructive feedback in an ongoing manner. The goal was to develop a platform for the commuters to procure information as well as voice their problems/ suggestions regarding the offered services.

Business Challenges

The aim is to enable DoT to handle consumer queries and complaints in an accurate and timely manner. Manual call handling, manual recording and reporting and no follow-up or tracking system resulted in low operational efficiency as well as dropping commuter satisfaction levels. In the era of highly advanced automation systems and applications to handle the operations, DoT was lagging behind.

The requirements could be summed up as below

- Improved customer care unit
- A well-structured information dissemination system
- Accurate and timely handling of queries and complaints

Solution

Dubai Technologies (VAR of Drishti-Soft) approached DoT with the right technology to help them in creating a well-structured Customer Contact Center. After careful evaluations, Ameyo was brought on-board with the aim to set-up the customer support unit to meet all customer needs and respond to their constructive feedback in an ongoing manner.

With Ameyo as the technology base, a multi-lingual and multi-channel IVRS was implemented to enable the customers to contact DoT for:

- Any service information
- Feedback or suggestion
- Complaint registration

CALLING_NUMBER	DATE_TIME	EMP_NAME	CASE_NAME	CASE_SPECIFICATION	ADDITIONAL_REMARK
0553398277	2010-04-23 06:32:16	mahtooz	Complaint/شكوى	Stopping the Tip for Doing Personal Issues/توقيف اربحة لافرسامس الشخصية	He complained that the driver get them down at Vegetable Market and told them to go by walk to the fish market. he went to vegetable market for his personal work.
0554433520	2010-04-23 09:00:22	lindu	Complaint/شكوى	Bad Communication Skills/تواصل سيئ	HE complained that that his taxi was in the parking and he was taking his taxi out of there. The bus came and show him the hand that he will beat you.
0554433820	2010-04-23 08:53:22	lindu	Complaint/شكوى	Bad Communication Skills/تواصل سيئ	He gave the complaint that the driver was shouting at him. He didnt notice the service number
0558721980	2010-04-23 06:51:28	mahtooz	Complaint/شكوى	Refused to drop or Pick up Passenger/رفض اترك او تمشيل اركاب	He complained that the driver did not stop for him at the bus stop in Mushrif Area.
0503620229	2010-04-23 11:49:56	asim	Complaint/شكوى	Bus Crowded/ركاب كثرة	He complained that the bus didnt stop at Al Jabar near Sayyah stop for us although it was crowded but we were two passengers only. atleast it has to stop.
0507438535	2010-04-22 16:18:53	jehad	Complaint/شكوى	Refused to Deliver Passenger/رفض تمشيل اركاب	He complaint yesterday same bus and driver did not stop... كنتي اسن ضمن الخدمة الفائق باني مشاعر ورفض ان يتوقف باب الحافلة والركوب مستاء جدا لما كنت...

Detailed view of customer queries registered

About Dubai Technologies

Dubai Technologies specializes in the field of supply and implementation of transport systems, Automatic Fare System, Route & Destination Display Systems, Electronic Taximeters and complete Fleet Management Systems. Established in 1994, DT has come a long way to become a key factor in Middle East's Urban Transit Technology market. The company has consistently grown and developed, continually refining its product range to meet the specific demands of their customers.

Ameyo also provided a structured ticketing system along with a transparent tracking system to ensure that the customer voice did not go unnoticed and each query was resolved appropriately.

DOT was provided with a mechanism to provide

- Multimedia channels for complaints/feedback receipt
- Generate subsequent tickets and register interaction
- Forward interactions to SME's for resolutions based on service delivery TAT's
- Notifications of the query status to the customer
- Regular follow-ups and reporting management



CATEGORY	CATEGORYCOUNT	PERCENTAGE_OF_TOTAL
Bus Timing / استفسار عن وقت الحافلات	9	16.67
Late Buses / تأخر في وقت الحافلات	2	3.70
New Service / خدمة جديدة	5	9.26
Other Suggestions / اقتراحات أخرى	3	5.56
Others / أخرى	13	24.07
Poor Driver Attitude, Driving Manners / ضعف سلوكيات السائق ورفاق القيادة	11	20.37
Service Coverage / تغطية خدمة الحافلات	11	20.37
Crowded Buses / ازدحام الحافلات	0	0.00
Lost Items / مفقودات	0	0.00
OJRA Card / بطاقات أمر	0	0.00
Extend service Coverage / تمديد تغطية الخدمة	0	0.00
subcategory1	0	0.00
delayinbustiming	0	0.00

Reporting View of solution at DoT

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Benefits

Ameyo helped DoT, Abu Dhabi automate their entire interaction management system. The world-class Customer Interaction Management solution offered highest customer satisfaction levels via sound resource allocation, consistent user experience and high service quality.

With an advanced customer service center in place, DoT commuters could:

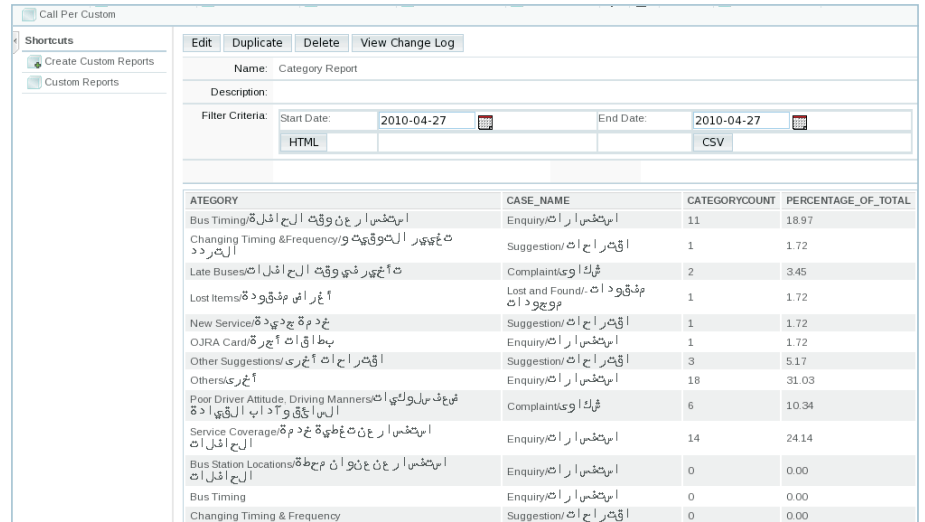
- Contact the authority in their preferred language
- Request information on the bus service or new offerings
- Register complaints by a preferred communication channel

Ameyo's automated voice response solution reduced the call handling time and enhanced the unit's productivity significantly. Ameyo's reporting and quality

About Drishti

Drishti provides Contact Center Software & Enterprise Communications Solutions. The Company creates innovative communications technologies for next-generation enterprises, dynamically empowering them to manage their Business Processes. Drishti's customers enjoy significant benefits in terms of increase in efficiency levels, reduction in operational costs, flexibility to grow, consistent user experience and a demonstrable ROI. Drishti's multi-award winning innovative solutions are powering millions of customer interactions across the globe.

monitoring features enabled DoT to track their processes and hence, improvise services. AMEYO met very strict client requirements of high availability and provision of scalable & reliable solution handling transactions with real-time comprehensive monitoring mechanism to manage internal KPI's. Adding proper logging and tracking to this, DoT reduced their turn-around-time for each call to minimum. SMS notifications of the query status added to the customer satisfaction levels that were evident from their commuters' responses.



CATEGORY	CASE_NAME	CATEGORYCOUNT	PERCENTAGE_OF_TOTAL
Bus Timing	استفسار عن وقت الرحلة	11	18.97
Changing Timing & Frequency	تغيير التوقيت والتردد	1	1.72
Late Buses	تأخير في وقت الرحلة	2	3.45
Lost Items	أغراض مفقودة	1	1.72
New Service	خدمة جديدة	1	1.72
OJRA Card	بطاقات أجرة	1	1.72
Other Suggestions	اقتراحات أخرى	3	5.17
Others	أخرى	18	31.03
Poor Driver Attitude, Driving Manners	ضعف سلوك السائق وأدائه	6	10.34
Service Coverage	استفسار عن تغطية الخدمة	14	24.14
Bus Station Locations	استفسار عن عنوان محطة	0	0.00
Bus Timing	استفسار عن وقت الرحلة	0	0.00
Changing Timing & Frequency	اقتراحات تغيير التوقيت والتردد	0	0.00

Customized report based on selected category

The innovative capabilities of Ameyo enabled DOT to exceed its customer expectations consistently and enhance its brand image and customer loyalty while minimizing the investment on applications and expensive third-party tools. Due to this, DOT achieved higher operational efficiency, and higher customer satisfaction.