

Case Study



# Smart Dubai Government (SDG) vows to listen to every customer's voice

Government Sector

techvista  
A Systems Limited Company

# About the client

Smart Dubai Government (SDG) is a government entity that encompasses Smart Dubai Office and Dubai Data Establishment. It provides innovative online services to government entities and employees as well as citizens, residents, and visitors in Dubai. It uses multiple channels and technologies to make it easier for people and businesses to interact with government entities.

Smart Dubai is leading the modernization of the ICT infrastructure by adopting a shared services approach with a new single environment. Over the past few years, Smart Dubai has built a unified and highly reliable information network to underpin Dubai's electronic infrastructure.

## Challenges

SDG was looking for a highly flexible, scalable, and easy-to-use Customer Voice System (CVS) to improve institutional performance, increase customer happiness, and promote the image of the government organizations and Dubai as an exceptional city in all fields. They wanted a unified decentralized CVS that enables the handling of suggestion, complaint, and comment that is captured through various channels for every government entity.

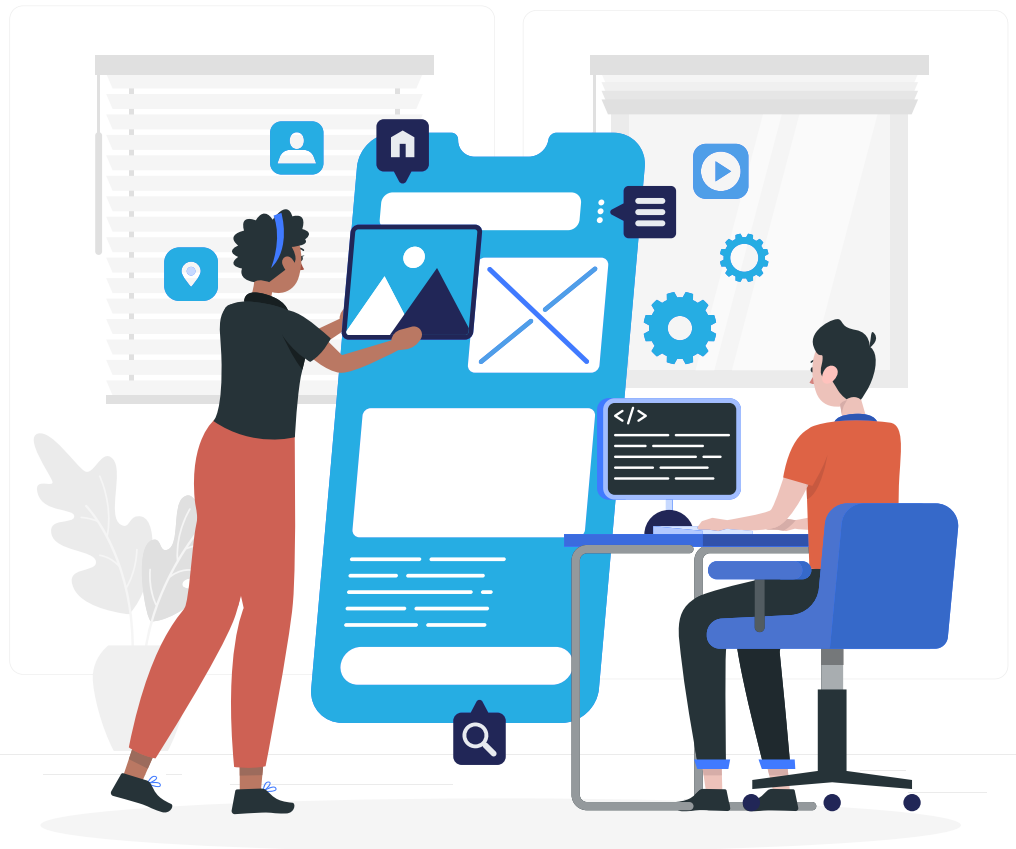
Our client's system was 15 years old, and they were relying on two systems: one for customer complaints and another one for customer suggestions. The UX journey was long, required a lot of information at multiple stops, and demanded multiple clicks. Routing rules and case assignment were static and notifications and templates were limited. Since it was only integrated with email and SMS, it lacked in offering a complete omnichannel experience. Moreover, poor visibility of SLAs and case progress and difficulty in central management of cross channels were time-consuming and prone to human error. And mistakes and delays at SDG's end negatively impacted customer satisfaction.

# Solution






Upon carefully evaluating their current setup, Techvista implemented **Microsoft Dynamics 365 Customer Engagement and Microsoft Dynamics 365 Customer Voice** and empowered the client with a better user interface and user experience journey. To ensure customizations carry-out with less effort, we enabled OOB capability. We offered case management, making it seamless to create, resolve, cancel, assign, track, and follow up. The entire population of **3.3M+** of Dubai can register and file complaints using their email, LiveChat, and other social media channels.

Our unique implementation supported reporting for the organization, allowing SDG to view with this platform and pull data on request. The reports and dashboards provided insights based on performance and SLA compliance. This out-of-the-box CVS helped The Executive Council of Dubai (TEC), consisting of 45 government entities, monitor and guide on effective and efficient customer voice management and offer new processes and systems to manage all customer voice cases related to each entity.

With a promising combination of Microsoft core service module and social care and listening, we offered an omnichannel experience and ensured 100% coverage of the voice of the customer. We also integrated a happiness meter. Overall, Techvista's approach unified the customer's voice.



# Technology stack

 Power BI		
 Microsoft Dynamics 365 Customer Service	 Microsoft Dynamics 365 Sales	

## Services



**SMTP integrations  
(Emails)**



**SMS Gateway  
integration**



**Happiness  
meter**



**Integration with data  
warehouse**



**Out-of-the- box  
CVS**

## Benefits

- Significant improvement in customer satisfaction
- **2000+** citizens registered in **3** months
- Easier customer communication and interactions through the enablement of multiple channels
- **50%+** reduction in response time
- Achievement of strategic objectives of digital transformation