

Elevating Commuter Experiences with Customized Relationship Management Solutions

UAE's public roads and transport management authority upgrades its CRM portals to ensure seamless connectivity across multiple channels

A custom-built user-centric CRM portal capable of serving as a bridge between our client and its stakeholders while providing a holistic and real-time view of citizens and partner engagement lifecycles

Our client organization, is a publicly owned roads and transportation authority. Our client is dedicated to coordinating the city's public transportation and infrastructure system through road engineering, traffic safety, as well as transportation services across the United Arab Emirates (UAE). Our client began their operations in 2005, and since then, it has been overseeing all sorts of transport and traffic projects of Dubai. Today, our client's network consists of 1,442 buses operating on 107 routes, Dubai metros facilitating approximately 7 million passengers with a monthly trip average of 179,000.

Dubai's premier roads and transportation management institution is also responsible for the legislation as well as strategic planning of transportation network in Dubai metropolis. As the regulating transportation management body of one of the busiest cities in the world, our client deems it necessary to stay up to date in technology as well as the management approaches to ensure the citizens benefit from a barrier-free transportation service 24/7.

As the technological trends are changing along with the ever-dynamic user demands, our client assessed the gap which could be filled by upgrading its CRM portal with the latest digital technologies powered by Microsoft Dynamics 365 to ensure smooth commuter and partner management. To accomplish such a feat, we were onboarded by our client to upgrade its CRM portal with customized workflow and process management functionalities to facilitate more than 5000 users on daily basis.



Highlights

Our client is a government-owned road engineering and transportation authority operating the biggest transportation network in UAE, primarily in the luxe city of Dubai. It also acts as a legislative body of UAE's road engineering and transportation network, and currently manages around 1,442 buses on 107 routes, serving 7 million passengers with an average monthly trip adding up to 179,000 rides solely in Dubai.

With time, our customer was finding difficulty in enhancing its efficiency while managing its transport operations and delivering better user experiences. At the same time, RTA wanted to keep a real-time track of all its operations across UAE. Our client also raised security concerns due to the inability of legacy systems to counter cyber-attacks.

To overcome such challenges, the said client partnered with Techvista to upgrade its Case Management and CRM Portal with the latest Microsoft Dynamics 365 suite replacing the older version – Dynamics 2011 which witnessed the following results:



A holistic overview of its stakeholders' and operational activities



Highly responsive mechanisms to entertain dynamic customer demands



A unified platform integrated with legacy systems to fast forward the processes of the Marketing Department



Leverage D365 to achieve operational scalability with lesser cost and third parties involved

The Challenge

Our client strives to be a hyperflexible institution, by consistently adapting newer technologies and user-centric offerings. In pursuit of hyper flexibility, our client encountered issues in its legacy IT infrastructure listed as follows:

Technical Limitations

- The existing tech stack (Dynamics 2011) was not supporting the latest functionalities required by our client.
- CRM/ePQ faced compatibility issues with the old versions of web browsers and were not supportive of newer versions.
- The IT Security department flagged security threats that could enfeeble the legacy IT systems.

Operational Limitations

- Dynamics 2011 was not inept to address and resolve the concerns of Customer Service Department and the existing solution was quite costly.
- Lack of a unified platform to allow Marketing and other associated departments to operate rather than resorting to third-party vendors.

To pace up its legacy CRM portal, the client onboarded Techvista to deploy functionalities and upgraded features to boost its customer as well as partner engagement. Techvista outlined the following plan to remodel the client's CRM:

- Upgradation of the existing Dynamics suite 2011 to the latest version.
- The outdated versions of web browsers to be replaced with newer and efficient versions and the interface of CRM/ePQ applications to be built compatible to newer versions, resulting in convenience for stakeholders while using the CRM.
- Cost-effective enhancements in the existing CRM based on the requirements of Customer Services Department.
- Building a more secure IT framework for CRM/ePQ applications capable of thwarting advanced cyber-attacks.



- Building a unified solution for marketing and associated competencies to get their work done through a single platform rather than resorting to third-party vendors. The traditional system lacked the capabilities of enabling the Marketing Department to operate through a single platform.

Techvista laid out a full-fledged plan with reference to the above-mentioned objectives and presented the implementation approach of our customized solution described below.

Unique Implementation Approach

The client required a complete solution to address its challenges and to become an efficient institution capable of responding to the abrupt customer as well as partner needs. Keeping in view our client's requirements, Techvista's team of experts implemented an all-encompassing solution set of Case Management & Customer Portal, mobile application, along with implementations, integrations, support, and enhancement services. The solution was rendered in the following manner:

- Techvista upgraded current CRM to the latest tech suite – Microsoft Dynamics 365 (D365). D365 was an out-of-the-box and a cost-effective solution that fulfilled the required enhancements stated by our client's Customer Services Department.
- Upgraded front-end portal of the CRM for the purpose of avoiding browser compatibility issues and limitations of such sorts reported by customers as well as the client's internal resources.
- Integrated CRM with Mobile Device Management (MDM), Electronic Document Management System (EDMS), and other back-end systems.
- Applied simplified report configuration mechanisms and dashboards to enhance visibility and gain actionable insights on performance as well as real-time statuses on the processes.
- Customer portal up-gradation with a custom-built UI for better customer experience and branding purposes.
- Provided managed services to cater to demands and support calls.
- Built customized workflows to garner an efficient CRM portal capable of accommodating more than 5000 partners and customers while keeping track of all the communication activities.
- Integrated CRM with ERP, social media platforms, portals, as well as other legacy systems.
- Implemented bilingual interface.
- Deployed powerful analytics and need based reports.

Business Outcomes

Upon the successful implementation of Case Management and Customer Portal along with additional functionalities and integrations, our client was enabled to:



Keep a 360-degree view of its customer and partner lifecycles



Quickly respond to the user demands and provide support services



Allow the Marketing Department to fast forward its processes by getting their tasks accomplished through a unified platform integrated with legacy systems



Leverage the latest features of Dynamics 365 to achieve operational scalability with less costs incurred and fewer third parties involved

The upgradation of our client's CRM has carved out a pathway for the state's biggest independent transport and roads authority to scale its growth and provide even better customer experiences with the help of a disruptive Microsoft Dynamics 365 suite.

About Techvista

Techvista aspires and strives to solve complex business problems and present viable and cost-effective solutions to our clients by drawing a clearer picture of their future roadmap, and we do that by digitally transforming their infrastructure. We successfully embed disruptive digital solutions into their existing functionalities and enable them to be the trendsetters in the business landscape – without compromising on the quality and precision of our work. With the help of our innovative project delivery model, we combine the benefits of onsite agility and offshore affordability to provide superior value to our clients. To find out how we digitally enable your organizations by automating the functionalities to see beyond the horizons and set benchmarks,



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