Case Study

Government
sector

LAW ENFORCEMENT AGENCY ADOPTS DIGITAL TRANSFORMATION
TO FOSTER HIGH RESPONSE RATE FOR ITS CITIZENS

techvista
A Systems Limited Company

Automating the customer service operations with diversified channels to become more agile and proactive to provide world-class security to the citizens of Dubai.

The said law enforcement agency is listed among the elite law enforcement institutions around the world due to its state-of-the-art infrastructure, processes, services, competent staff, and resources to make the city of Dubai ever safe. The Emirati city's law enforcement agency currently has 17,500 personnel serving a 3.49 million population in Dubai.

Dubai's law enforcement agency quickly realized the emergence and benefits of digital technologies and an ever-increased dependence of its customers on digital channels. With everything just a tap away from the customer, Dubai's premier law enforcement agency envisioned world-class customer service by digitally transforming its existing customer service infrastructure to become highly responsive to the citizen's concerns.

The first step towards the digital transformation objective was to modify the supporting CRM platform bridging the law enforcement agency and its end customers. That's when Dubai's prime law enforcement agency introduced a **Digital Customer Experience Management Platform** to boost its customer satisfaction metrics.

Focus points

Dubai's superior law enforcement agency had understood the need for digital transformation due to the significant dependence of its customers on digital platforms. The aim was to build a hurdle-free connection between our client and its customers through digital channels of their choice. The law Enforcement agency onboarded Techvista to implement a Digital Customer Experience Management Platform built on Microsoft Dynamics 365 Customer Engagement to improve its customer experience. Our client opted Hybrid implementation model to engage maximum customers and resolve their concerns. The implementation of an advanced customer management platform produced the following results:

- Addition of **8** more channels of case registration including social media platforms.
- Registered cases volume increased by **3** times with a potential of being further to **8** times.
- A **55%** productivity increase in our client's Service and Support Staff.

To make sure the digital transformation narrative of the civil law enforcement body holds true, it partnered with Techvista for a smooth digital transformation of its customer management platforms. This venture was a testament to Techvista's unparalleled expertise in mutating and implementing innovative digital business applications powered by Microsoft. These applications modify our clients' operational competencies with the integration of enterprise solutions and build a paramount trust among their customers with prolific customer management systems.

The Challenges

Our client did not want to rely on the previous CRM model as it was not apt enough to respond to the customer's concerns. There were more efficient digital solutions present to enable both our client to resolve its customer's queries quickly and efficiently and the law enforcement agency wanted to adopt and capitalize on the latest digital technologies.

Upon understanding the law enforcement body's concerns, Techvista laid out the following roadmap to help the client reach its future goals:

Full-scale automation of customer service operations with three new implementation models

Adding more channels to make it easier for customers to reach our client

Leverage Microsoft's digital technology stack to improve the quality and accessibility of services to end-customers

Integrate the new customer service platform with internal and external channels to increase the volume of customer queries

Our Unique Approach

Techvista presented the client with multiple solutions to augment its accessibility of services, improve quality, and agility, and enhance the overall customer experience.

Three Models of Implementation

Considering the client's sensitivity to data, Techvista presented three different models of implementation i.e., On-Premises, Online, and Hybrid. The solution reflected the true power of the Microsoft Dynamics 365 Customer Engagement (CE), and Techvista's team was proficient to implement this initiative successfully.

Our client deemed the Hybrid implementation model to be the best choice to get maximum performance of the platform's capabilities without compromising its adherence to the stringent security compliance framework.

The digital customer experience management platform encompassed customer engagement, case management, omnichannel communication, marketing, and business development domains that are fully integrated with the client's internal and external systems. Moreover, in the long term, no unwarranted risks are expected to jeopardize the Platform as it is quite scalable and efficient enough to support emerging technologies, such as machine learning or artificial intelligence, and provide granular data insights to executive management.

The selection of the right technology platform and the partner was key to the success of this vision.

Business Outcomes

The Microsoft Dynamics 365 CE and a robust Case Management tech suite was the forerunner behind the successful automation of the law enforcement agency's customer service operations and delivered the following results:

8 more channels of case registration proliferated, including social media platforms	**3x – 8x** increase in the volume of registered cases
Seamless connection between Dubai's residents and it's law enforcement agency across any channel of their choice	**55%** productivity increase in our client's Service and Support Staff

Furthermore, a centralized command and control center (CE solutions) were integrated with the internal and external systems (of other entities) to increase the volume of case registration.

Integration with internal and external systems did not just help in spiking the customer satisfaction metrics, but it also increased the productivity of our client's Service and Support Teams by an impressive **55%.**

Our client is now empowered with a feedback happiness meter that shows customer satisfaction levels. Reports, trend analysis, 360 dashboards & digitization through the responsive portal app have improved operational efficiencies across their operations.

After the successful implementation of Phase-1 of the project. Our client is eyeing its long-term vision of artificial intelligence and machine learning inclusion to help its staff make data-driven intelligent decisions.

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, visit us at www.techvista.com or follow us @TechvistaSystems.