

Case Study

Government sector



## Digital communication redefined

Enabling public institutions  
to listen to every  
citizen's voice

**techvista**  
A Systems Limited Company

## **Digitally revamping the communication model to increase the influx of city-wide population on the state-run digital interfaces where citizen's can voice their concerns and get a quick resolution.**

Dubai, an Emirati marvel serves as the epicenter of tourism in the Gulf and has been deemed a symbol of a boisterous nightlife and an exotic way of living. What catches the world's attention towards Dubai is its state-of-the-art infrastructure displaying splendid detail in every facet from instigation to culmination.

Apart from being a tourist attraction, the luxurious metropolis of Dubai is an abode for 3.49 million residents. To fast forward the process of fixing the concerns of said residents, The decision making body of Dubai's public sector decided the IT Wing of the Dubai's public institutions ought to go paperless and get a 360-degree view of the concerns of city-wide user-base of 3.49 million, a strategic initiative was undertaken to digitally transform Dubai's public communication space.

As part of the strategic objective of digital transformation, an all-out initiative was undertaken to digitalize city's public institutional space by engineering a proactive Government to Citizen (G2C), and Government to Government (G2G) communication model.

Being our client's Digital Transformation partner, Techvista, upon evaluating the client's requirement, evaluating our

### **Focus points**

Our client was on a pursuit of digitally transforming their IT infrastructure under their strategic objective which was dedicated to augment its citizen experience spanning across its 37 entities as well as a 3.49 million population in the luxe city of Dubai. The government collaborated with Techvista for the first successful implementation of a cloud-based Voice of Citizen (VOC) platform to ensure it mitigates its lead-time latency and increases citizen-satisfaction metrics by making the VOC accessible to its user-base anytime from anywhere. A pinnacle of our client's digital transformation initiative's implementation has yielded:

- A **50%** reduction in the lead time.
- Quick resolution **2,000+** registered complaints in the first quarter of VOC implementation.
- A 24x7 reach to a G2G user base of **37** Government entities and a **3.49 million** city-wide G2C customer base.

client's requirement, identified an opportunity to digitally revolutionize the public institution's communication area in the Gulf.

Techvista presented a cloud-based enterprise solution entailing a shift to sustainability and adherence to our core values – courage, commitment, and citizen-centricity.

## The Challenge

To ensure a thriving relationship with all the stakeholders (citizens and government entities), our client opted to replace a 15-year-old outdated communications system. Due to the technical barriers caused by the previous system, it was becoming a hassle to work with agility and there was no room for the institutions to adapt to the proactive operational model. The monotonous customizations and a deplorable user experience were hindering the central management to liaise with other subsidiaries.

The fixed reporting and no omnichannel platform, manual audit logs, knowledge base, lack of feedback, and survey modules were the intricacies that needed to be sorted out to live up to our client's end-goal initiative in the truest nature.

Hence, such operational infrastructure employment by the public institutions and its agencies to entertain the citizens raised alarms of poor citizen satisfaction, and the client did not welcome that challenge.

To overcome said challenges, Techvista collaborated with the client by outlining the following objectives:

- Get a sophisticated and one-of-a-kind cloud-based Voice of Customer (VOC) platform to digitize the public institutions space and its subsidiaries which provides a 360-degree view of the whole user base and its concerns.
- Design the VOC UI in a way that simplifies the user's experience while reaching the concerned authorities regarding their queries.
- Monitor as well as guide the public authorities to manage complaint processes effectively and efficiently.
- The VOC would ultimately manage the complaints across all the government authorities in a unified manner.
- Get all the 37 entities of the Government aligned with the VOC platform so that the respective entity would be at their user's disposal instantly

# Our Unique Approach

An implementation of the sorts of VOC was not witnessed before in the government sector and Techvista enjoys the honor of VOC's successful implementation in the Emirati public institutional landscape. We started by gaining a deeper understanding of Dubai's residents along with a meticulous analysis of the existing interfaces employed by the government. Following that, we devised a unique

- Building a seamless VOC platform by leveraging Microsoft Dynamics CE and Dynamics CS to build a user-friendly interface
- Provided out-of-the-box (OOB) customizations



## Areas of Implementation

Right after tailoring a user-centric interface, we assessed the grey areas where VOC would be implemented and amplify the Government's communication process. The VOC was implemented in the areas of:



**Multi-Channel  
Supported Case  
Management**



**Service  
Catalogue**



**Complaint  
Management  
with tracking**



**Issue  
Management**



**SLAs**



**Performance  
Management**

# Data Management and Analysis

In an attempt of transitioning towards a proactive working model, we ensured the our solution enabled the government agencies with:

- A unified view of their citizens' journeys, stay updated with the customers' service requests through a well-defined data structure.
- Intuitive Power BI reports that were deployed to leverage data from the D365 platform in a synthesized manner and to provide a flexible configuration of all kinds of reports and dashboards.
- The Reporting Wizard and OOB dashboards were also deployed to generate the intelligent reports and dashboards with Power BI. This allows our client and their subsidiaries to manage across all the channels to make better and informed decisions.



## Business Outcomes

Equipped with state-of-the-art VOC, the government entities now operate on an integrated engagement system that allows the government's employees to communicate in real time across business units, markets, and other organizational functions to effectively manage citizen experience at a broader scale.

Within 3 months of VOC's implementation, following results were observed:

- A **50%** reduction in the lead time.
- Addressing and resolution of **2,000+** registered complaints in the first quarter following VOC implementation.
- The VOC module is the quickest way of connecting the concerned citizen with the relevant public institution, and VOC can be accessed from anywhere by anyone in Dubai.

For the first time, the front-office functions of the government entity have a foundation for understanding and the ability to engage with each one of their citizens – not as data points, but as people. All of this has been practically made possible with innovatively engineered Microsoft digital business applications.

The success of this initiative served as a pinnacle of our client's strategic initiative of digitally transforming their previous IT infrastructure and Techvista acted as a catalyst in doing so.

## 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](http://www.techvista.com) or follow us [@TechvistaSystems](https://twitter.com/TechvistaSystems).