

Case Study

Abu Dhabi Municipality



The Customer

The Municipality of Abu Dhabi City was established in 1962. It is a government body with the task of providing comprehensive services to the public and ensures proper planning of the developing city, with regularized road networks, maintenance services, sewerage, lighting works etc.

The Challenge

Poor operational visibility

In the previous set-up every niche application would independently store customer data and service history. There was no way of correlating data from those silos of information to arrive at a top level view of the entire operation. The management did not have visibility of the service levels at customer touch points.

Information redundancy, delivery delays

Whenever a customer would enter the municipality office for a service request, they would need to provide all the information regarding their credentials. If the same customer approached another department of ADM with a pertinent service request, there would be no record of their credentials submitted to the earlier department. As the information stored in one application was not available with other applications for reference, they would have to provide all of their information again. This would create many instances of duplicate and redundant information. Customers had to visit different customer service agents for specific service requests and they would need to wait for their turn in different queues. ADM had to spend time and money to train the workforce to handle multiple applications, as every application was unique in its way of working.

Complex IT landscape, costly to maintain

The legacy applications at the client's end were based on disparate technologies. All of them required independent and complex real-time interfaces to maintain data integrity. Managing such a complex IT infrastructure was a difficult task, adding significantly to the maintenance cost.

The Solution

Three-phased implementation approach

Phase 1: Legacy replacement

In this phase Fujitsu replaced all legacy applications (Natrassol, eLMS, GCS, Tawtheeq, Rent and CDP) and unified the functionalities into Siebel CRM so that all services can be created from one single application.

Phase 2: Adding new functionalities

The second phase comprised of building new modules that would meet the requirements of new departments like call center, marketing and case management.

THE CUSTOMER

Country: United Arab Emirates
 Industry: Government
 Founded: 1962
 Website: www.adm.gov.ae



THE CHALLENGE

Traditionally Abu Dhabi Municipality was serving the needs of its customers through a range of independently working niche applications. ADM wanted to reduce process delays, improve service tracking, fast track the complaint resolution and provide a single face of the organization to customers to enhance customer experience.

THE SOLUTION

Abu Dhabi Municipality leveraged Fujitsu's expertise in Application Management to achieve its strategic goals. Fujitsu implemented the public sector vertical of Oracle Siebel CRM to seamlessly integrate the functionalities of every niche application and provide a unified customer service platform for better service tracking and effective complaint (case) resolution.

THE BENEFITS

- Reduced turn-around time
- Removal of data redundancies
- Business process improvements
- Lowered cost of IT maintenance
- Improved management reporting

Phase 3: Refinement

This phase was all about refinement. The goal was to refine the services like MIMS, Natrasol BPM, Customer update/interface, CTI, CDP, Marketing, MDM and OBIEE. This would cater to new business requirements to provide a 360-degree view and ensure that customers deal with a standard single sign-on system which recognizes every touch point accessed by customers.

The Benefit

Reduced turn-around time

- Services related to every department can be raised from one single application. The customers could raise any kind of service request from any counter, avoiding long queues and wasted efforts.
- The case categorization was done as per different ADM departments so that case assignment would be more effective for efficient tracking and resolution of cases.

Removal of data redundancies

- Customer data was cleaned and consolidated into one single application to prevent redundancy of data.
- This ensured easy availability of a reliable and single version of data to every application accessing the database.
- The customer counters had the data and history every time the customers visited for various service requests. There was no need to re-enter the data every time.

Business process improvements

- The new system provided a 360-degree view of operations to the Government regarding every customer requesting services and every ADM department.
- With the new implementation, ADM was able to identify the customer based on service as well as the case.
- Case management integration with ADSIC, MIMS, EID integration, GCS, Customer interface/Update and OBIEE helped in bringing a single view across the organization.

Lowered cost of IT maintenance

- No need to use a hosted CRM for registering cases/complaints.
- As the customer counters had a single application serving all their needs, they needed to train their manpower for using the single application.

Improved management reporting

The Fujitsu solution helped the client to define a process methodology for communicating status via reports and dashboards to the stakeholders and other top management. They helped the stakeholders with business information of different ADM Sectors with a rich variety of visualizations. The dashboards also provided customers with information filtered and personalized for their identity, function, or role based on predefined security rules.

Conclusion

Fujitsu helped ADM to achieve its goal of bringing agility and accuracy in the business processes by implementing Siebel CRM. The solution provided ADM managers and top management with superior control over the operations, and enhanced customer experience. The customers also benefitted because of reduced process overheads, standard user interface, better visibility of service requests and faster resolution.

About Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 172,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$55 billion) for the fiscal year ended March 31, 2011. For more information, please see www.fujitsu.com

Fujitsu in India, through its subsidiary Fujitsu Consulting India Pvt. Ltd., addresses the IT Services and Software market in India and also operates Fujitsu's largest Global Delivery Center in the world from India. Fujitsu is enabling its customers to realize their growth objectives by leveraging information technology through its integrated services and software portfolio. This includes Business Services, Infrastructure Management Services, Application Services and Software in industry verticals such as Energy & Utilities, Retail, Logistics, Consumer Packaged Goods, Infrastructure, Life Sciences & Healthcare, Agriculture & Allied, Government, Automotive and Financial Services. For more information, please see: www.fujitsu.com/in

Contact

FUJITSU
Fujitsu Consulting India Ltd
Address: A-15, MIDC Technology Park,
Pune, Maharashtra, 412114, India
Phone: 91-20 2769-0001
Fax : 91-20 2769-2924

© Copyright 2013 Fujitsu, the Fujitsu logo, are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.