SRTA uses Telenetix's Omni Channel Customer Engagement Platform to provide a hassle-free taxi hiring experience to its patrons

TELENETIX

SRTA (Sharjah Roads and Transport Authority) launched Sharjah taxi in the year 2008 with 270 taxis. Since its inception, the radio taxi service has expanded its operations and has a current fleet strength of 1500+ Taxis and caters to a varied customer base that include local emiratis, expats and tourists from all over the world.

In the year 2016, as part of its modernisation drive, SRTA identified the urgent need to overhaul the customer support infrastructure that involved:

- Upgrading the existing hardware based Call center platform to a Software based Contact center platform that is easy to scale up with minimum hardware dependency.
- Increase the call handling capacity of the contact center platform by implementing Self service IVR for routine queries from callers.
- Integrating the contact center platform (CTI) with the latest version of iCab, the core radio taxi booking and despatching system from ST Engineering, Singapore.
- Detailed reports pertaining to the efficiency of call centre executives and customer experience was required.
- The new platform should support features like conferencing, hold/ multiple calls, consultation and supervisor barge-in that are not supported by their existing platform.
- A Single sign-on for agents and supervisors application was required.
- A customized Wall board with key performance indicators to show overall contact center performance had to be developed.
- Integration with Avaya to transfer customer calls from IVR to extensions registered in Avaya.
- Ability to leverage the platform for future cross-channel interactions.

Current System Limitations

- Poor reporting- SRTA was dependent on reports from iCAB system only. Reports from the telephony components were very limited.
- Auto booking feature integration was not possible.
- IVR level was limited to select the language only.
- Queue management was not efficient.
- Agent productivity reports were limited.
- Customer satisfaction survey was not available.
- Real time reporting aka real time dashboard was not available.
- Phone client application was having limited resources.
- Single sign-on was not available.
- Recording management was very poor.

TxIVR

Benefits

- **Improved contact center automation**
- **Advanced agent assessment portal**
- **Increased total calls handled**
- **Screenpops**
- **Whispertone announcing the caller details**
- **Reduced call time**
- **Advanced reporting**
- **Advanced telephony features**
- **Auto booking**
- **Increased customer satisfaction**
- **Real time dashboards**
- **Single sign-on**

Platform Evaluation

SRTA awarded the upgradation project to ST Engineering, the Icab system provider and a reputed Systems integration company based out of Singapore. ST Engineering followed a stringent evaluation process to identify the Contact centre platform that would be integrated with the latest version of Icab. After a six month technical evaluation of multiple vendors,Telenetix Private Limited was chosen as the OEM partner for deploying the next generation Contact center solution for SRTA. The key criteria applied during the selection process is listed below :

• The Contact center platform should be Windows Server 2016 OS compatible as Icab software works only on Windows OS.
• The Voice platform should be 100 % compliant with SRTA requirement.
• The Platform should be a proprietary solution supporting open standards and should be compatible with any third party telephony hardware like IP phones, Media Gateways and PBX that support standard SIP protocol.
• The platform should support multiple channels like voice, chat, email and SMS.

The Solution

Telenetix Private Limited proposed TxContact, an Omni Channel Contact center platform that was fully compliant with the SRTA requirements and met all the criteria defined by ST engineering.

TxContact was successfully deployed within three weeks after getting access to SRTA servers and after a comprehensive UAT process went live in December 2017. The following features and capabilities of TxContact made an impact on the overall experience of the customers, support agents and the floor managers.

• Improved agent efficiency as information about the customer who is calling was made available to the agent through screen pop along with the queue the call came in.
• The self-service IVR with multi-language support enabled callers to get the required information in their preferred language (English and Arabic).
• Survey IVR for collecting customer feedback. This enabled continuous improvement based on customer feedback
• Real time dashboards giving the complete overview of contact center operations.
• Every call is recorded for training and quality control purposes.

- Detailed reporting for reviewing the performance of the agents and contact center.

    - Detailed IVR CDR
    - Abandoned/Handled rates.
    - Average Handling Time/Average Wait Time.
    - Survey Reports
    - Agent performance
    - Agent Activity

The Results

- Maximize Productivity & Improve agent efficiency.
- Improved customer satisfaction due to self service option, multi-language support and skills based routing.
- Average agent handling time reduced considerably freeing up the agents to resolve more complex issues.
- Real time dashboards with SLA based metrics allowed floor managers to take corrective action almost immediately resulting in improved process efficiency.

TELENETIX

Telenetix established in the year 2004 is a Customer experience and Universal Communications technology company. Our focus has been in having a unique corporate culture that starts with our mission statements Curiosity, Passion, Commitment and Openness. Creating innovative solutions that solve our customer problems and help them to grow their business is our primary goal and we work towards achieving it with our expertise.

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