Muscat Municipality
Customer Relationship Management
( MM CRM)

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What is CRM

Transfer from service centric to citizens centric

Citizen A

Service A

Service B

Service C
What is CRM

Transfer from service centric to citizens centric

Service A

Service B

Service C

Citizen A
What is CRM

It is a way of thinking rather than a project
What is CRM

It is a combination of

Human Resource

Technologies.

Processes
Why MM Needs CRM

1. Better customer service
2. Greater organizational transparency
3. Increased operational efficiency
4. Leading to long-term saving.
5. Time improvement
Why MM Needs CRM

6. Perform jobs more effectively
7. Support multi level customer assistance policy
8. Provide an interactive, interpersonal service
9. Call tracking
10. Retaining call history
11. Performance management
The Structure Of MM CRM
Services

- Rent Contract
- Building Permits
- Municipality License

- Health Fine Management
- Minor Permits
- Parking Violation

Billing Management
Future vision

1. Other 120 Services within CRM
Some examples of the 120 Services

- **Waste Management**
  - Bulk uplifts
  - Street cleaning
  - Abandoned vehicles
  - Fly tipping

- **Education**
  - Free school meals
  - Free school clothing
  - Pupil placement enquiries
  - School bus pass

- **Housing**
  - Application for House
  - Change/term of tenancy
  - Application for Housing Benefit
  - Repairs

- **Social Services**
  - Home care
  - Community alarm
  - Aids and adaptations
  - Meals on wheels
  - Lunch clubs

- **Highways**
  - Highway defect
  - Flooding
  - Street lighting defects
  - Parking permits

- **Environmental Health**
  - Pest control
  - Missing dog
  - Food complaints
  - Noise complaints
Future vision

1. Other 120 Services within CRM
2. Self Service Machines
3. E-Payment
Summary

1. Your applications are working why you need CRM?
2. You already have eServices in your web site why you need CRM?
3. How does CRM address e-Government?
Questions & Answers
Thank You