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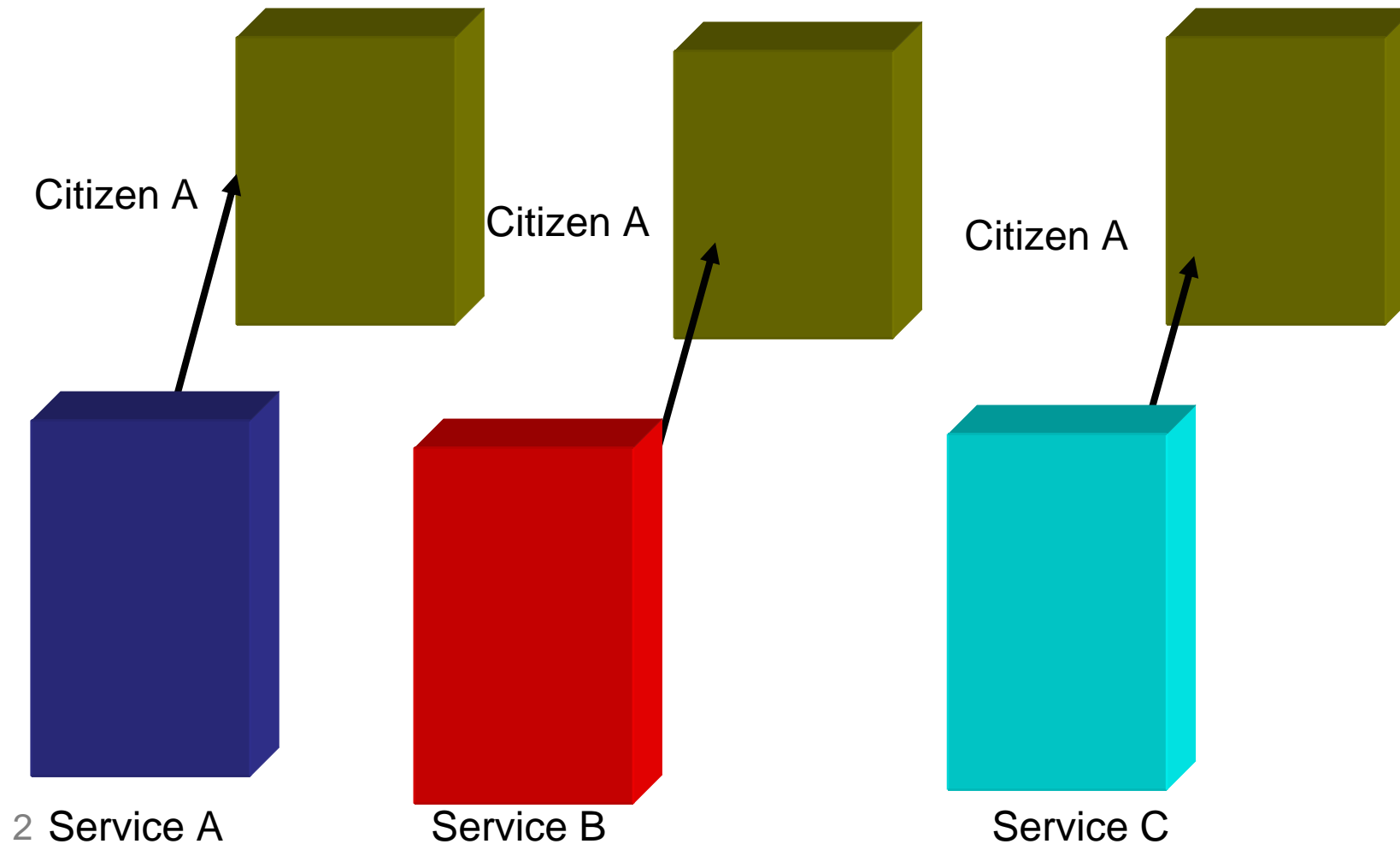
# **Muscat Municipality Customer Relationship Management ( MM CRM)**

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Director General at Head Office  
& Supervisor of Information System**



# What is CRM

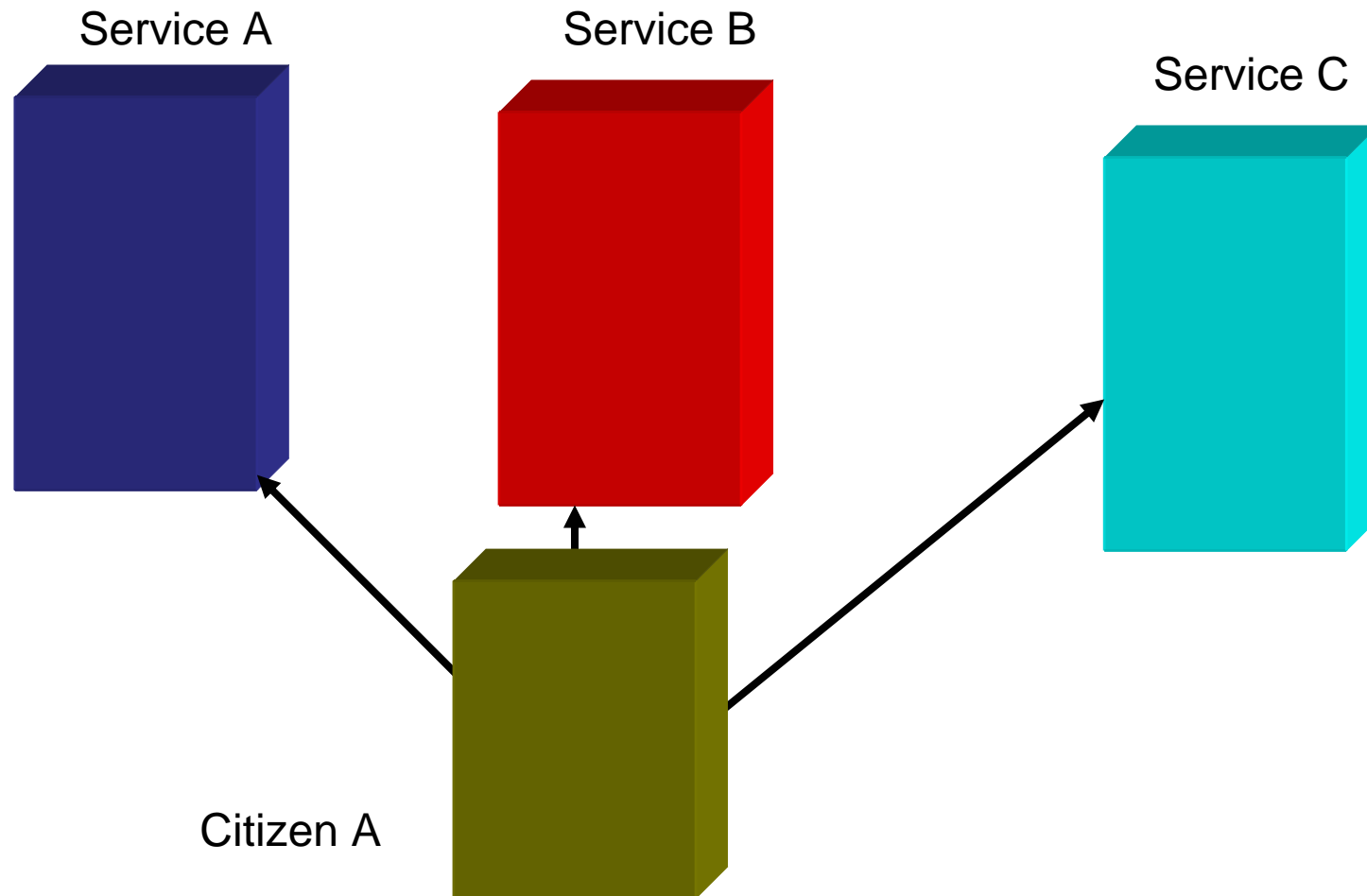
Transfer from service centric to citizens centric





# What is CRM

Transfer from service centric to citizens centric





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## What is CRM

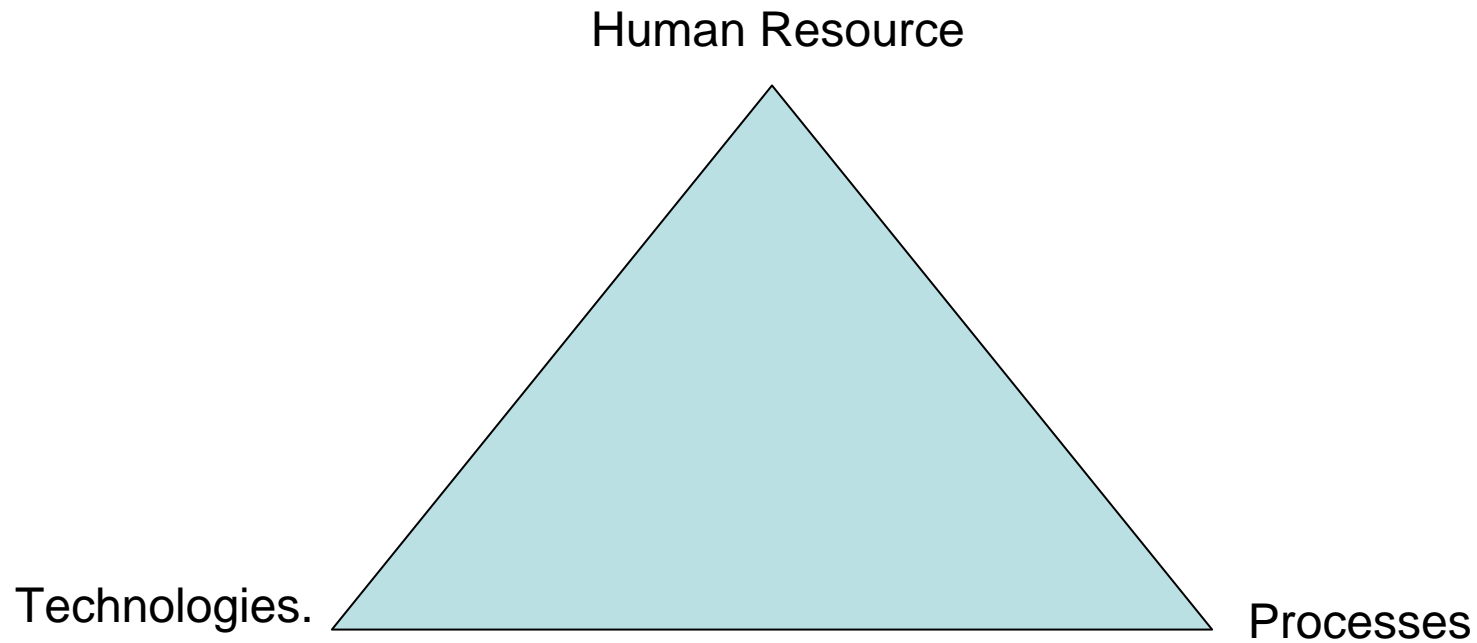
It is a way of thinking rather than a project





# What is CRM

It is a combination of





# **Why MM Needs CRM**

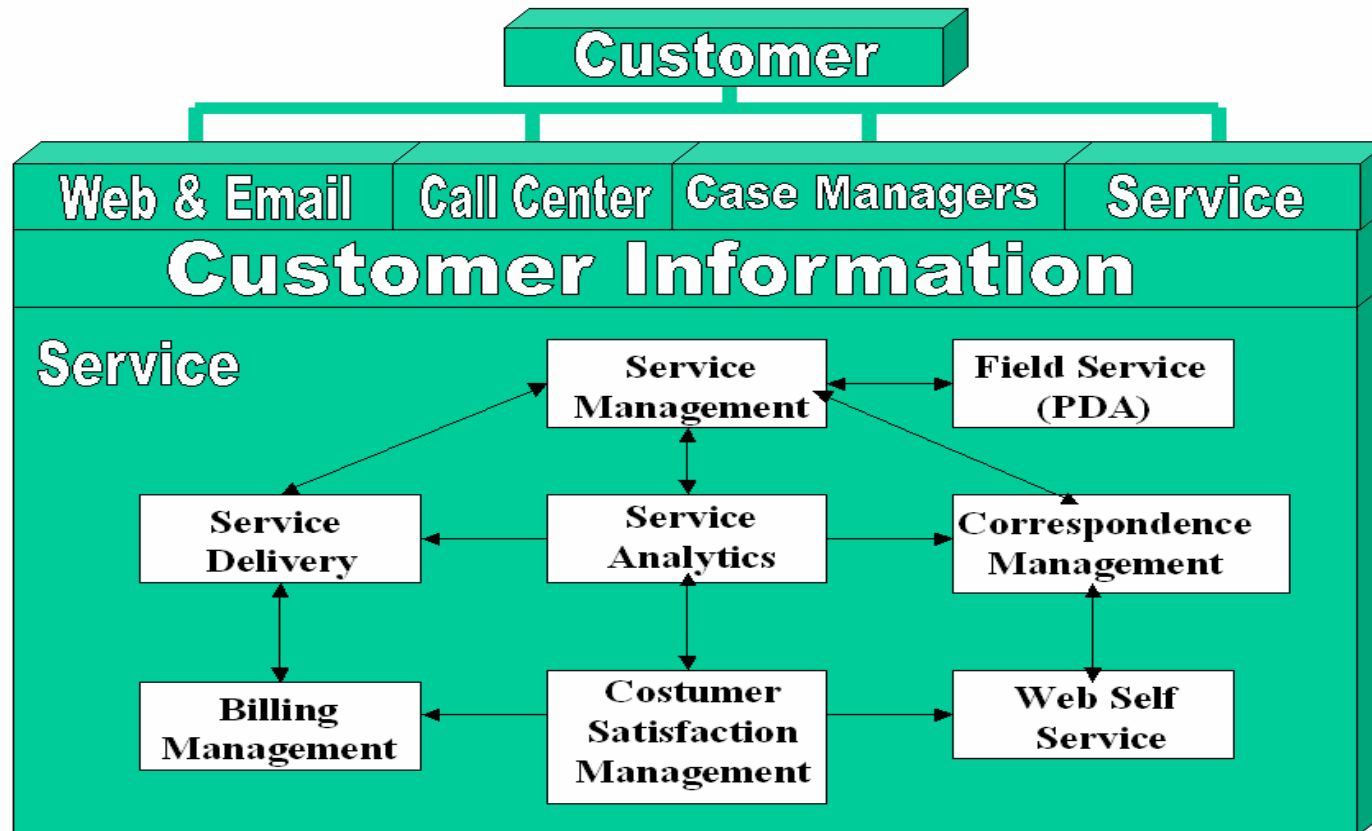
- 1. Better customer service**
- 2. Greater organizational transparency**
- 3. Increased operational efficiency**
- 4. Leading to long-term saving.**
- 5. Time improvement**



## **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**

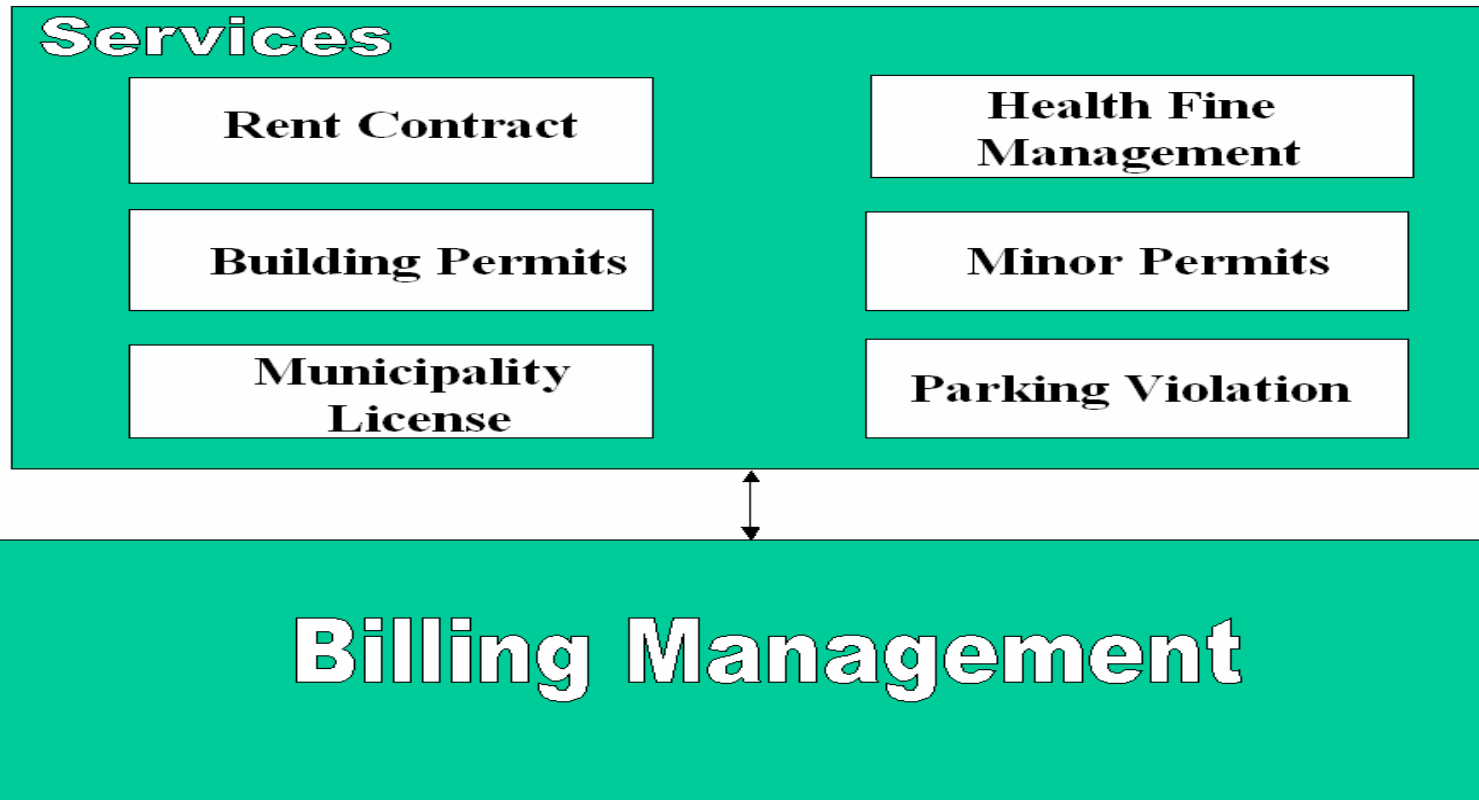
# The Structure Of MM CRM







## Services





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# **Future vision**

- 1. Other 120 Services within CRM**

## Some examples of the 120 Services





# **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?



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# Questions & Answers



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Thank You