



Electricity Holding Company S.A.O.C

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Electricity Holding Company S.A.O.C (EHC) is a joint stock company that is registered in the Sultanate of Oman and holds the shares of the Government in nine companies engaged in the generation, transmission, and distribution of electricity and related water services. Companies are:

- Al Ghubrah Power and Desalination Company
- Dhofar Power Company
- Majan Electricity Company
- Mazoon Electricity Company
- Muscat Electricity Distribution Company
- Oman Electricity Transmission Company
- Oman Power & Water Procurement Company
- Rural Areas Electricity Company
- Wadi Jizzi Power Company

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LINK Development Supported Sultanate of Oman's Electricity Holding Company to Have a Unified Services Platform and a Strong Complaint Management System by Implementing a Perfectly Fitting Customer Relationship Management Solution Across its Four Electricity Distribution Companies

The Challenge

Oman's Electricity Holding Company (EHC) had a big challenge on how to efficiently serve 700,000+ residents initiating 10,000+ monthly requests across its four distribution companies (Muscat Electricity Distribution Company, Majan Electricity Company, Mazoon Electricity Company, and Rural Areas Electricity Company) using a consistent and a unified processes platform. Handling day-to-day operations hassle, managing massive customers' communications and uprising expectations, while giving the management the insights on employees and services performance level seemed to be a distant dream as EHC's work was mainly paper based and data was scattered across multiple excel sheets and many disconnected systems.

The Solution

LINK Development through its focused engagement with the four subsidiaries' stakeholders, has analyzed the obstacles facing each one to reach the desired services excellency level, while maintaining the initial and ongoing costs to the minimum. After its targeted analysis exercise, LINK Development has proposed the exactly fitting Customer Relations Management (CRM) solution for subsidiaries. Solution was implemented in a dynamic and a configurable way that allows each subsidiary to activate its own processes according to its business rules and internal regulations. System mandated the automation of nine (9) major services varied from; applying for new services installations, changing existing services specs, and cancelling existing ones. All while considering how these requests will impact the customer's financials through the system's integration with each subsidiary's billing system. All besides, implementing Services Level Agreement (SLA) rules and Escalation Procedures, as per each subsidiary's policies, to assure that requests are accomplishment in an efficient and a timely manner.

Aiming at facilitating the daily work of subsidiaries employees, implemented CRM solution integrated with Esri's Geographic Information System (GIS), so services coverage locations are reflected on interactive maps. Through this integration, employees are able to precisely position the citizen's locations for onsite visits.

Solution Highlights:

- Powerful operations management and services quality enhancement through automating and unifying EHC's major four electricity distribution companies processes and services

- Better customer experience due to applying SLA and Escalation procedures, having different channels of communication with subsidiaries, and launching a powerful Complaint Management system
- Improved control over each subsidiary's performance after relying on up-to date dashboards and powerful visual reports

Software and Services:

- Customer Relationship Management – Services Automation and Complaint Management

Technologies:

- Microsoft Dynamics CRM 4.0

LINK Development's solution also provided a powerful Complaint Management module that receives and handles customers' feedbacks. This module is fortified by a strong Knowledge Base feature that helps call center agents resolve and interact with customers' complaints/inquiries in a consistent manner. This module also integrates with the subsidiaries' Avaya Call Center system, so when a customer calls, his data is automatically popped up from inside the CRM system and his call is logged as an activity in his profile.

In order to make EHC services more reachable to Omani residents, LINK Development has integrated the implemented CRM solution with EHC's internet web portal to receive customers' requests through this channel and also give the customer the ability to follow up on their requests. By this integration, when a customer submits an online request, the system automatically routes it to the responsible party, in the responsible subsidiary, according to the citizen's selected location.

Following the same direction, LINK Development worked on making Omani residents reachable to EHC as well, so the solution included LINK Development's SMS and Fax add-ons, which are integrated and fully embedded within the CRM system itself. Using these add-ons, subsidiaries can send and receive SMSs and Faxes from customers using their predefined lists in the CRM, and also have reports on delivery statuses.

In addition to facilitating the daily operations of employees and boosting the customers' experience with EHC's four electricity distribution subsidiaries, LINK Development gave a high priority to executives to have the tools for monitoring the overall performance of employees, having accurate insights over provided services' quality, and really knowing the customer's level of satisfaction. So the implemented solution presented 30+ complex reports, plus introducing the mechanism for generating dynamic reports and dashboards, so users are able to create their own tailored and visual reports on-demand.