

MM Contact Center

Muscat Municipality vision is to have a state of the art Contact Center which will facilitate services offered and to react to customer enquires issues and to provide services to their customers. The contact center has the infrastructure to support and handle all calls from customers, through first line support, second line support, and back office support.

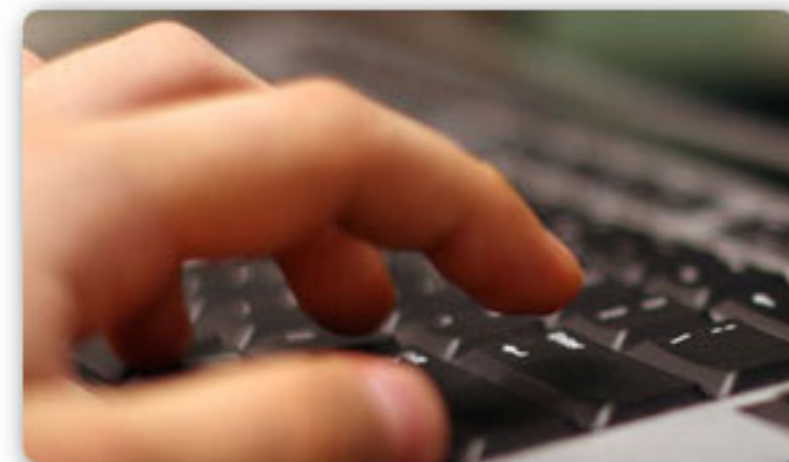
The aim of the Contact Center is to assist the organization and to increase overall productivity in service delivery, by achieving the following objectives:

1. Improving Customer access and choice while lowering the cost of service.
2. Providing consistent responses and improved quality of information, for higher customer satisfaction.
3. Following up all complaints through problem/issues management system.
4. Allowing early identification of customer service trouble spots and problem issues by analyzing incoming calls.
5. Providing accurate statistical information and reference for the studies and research necessary to continuously raise the level of service of MM in future initiatives.



Channels

The Contact Center's processes are based on the use of the best practices to ensure high-quality service delivery. The contact centre application will also categorise all the communication with the customers into different subjects and routed to the appropriate personnel to handle the case. It will also trace the various follow-up actions taken. To complete the process, the outcome of the feedback or complain will be communicated through SMS, fax, email, call or other preferred channels to the customer who initiate it. Main communication channels:

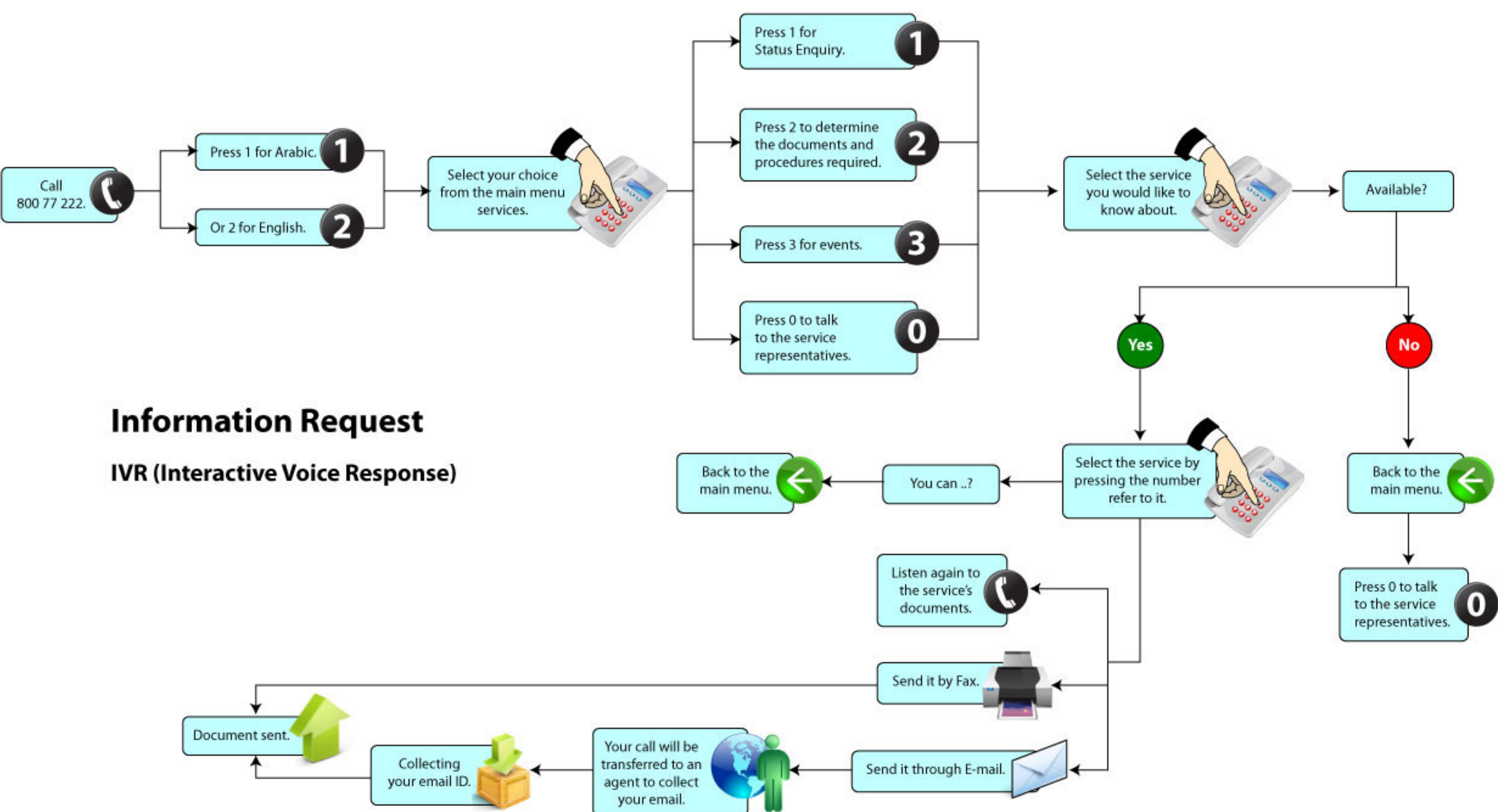


- **☐ IVR (Interactive Voice Response - 80077222)** - To communicate via phone call, the customer can call 80077222 (hotline).
 1. To enquire about the status of their application.
 2. To listen to the procedure for certain services.
 3. To talk directly to an agent (trained and qualified agents are available to handle the call).
- **☐ The Muscat Municipality Portal** – Customers can provide feedback and complains via the Muscat Municipality portal. They can fill in and submit an online form through the system. It will be routed to the Muscat Municipality contact centre which will then forward it to the relevant department which will follow up with the customer. The reply will be sent to the customer in their most preferred channel of communication i.e. phone call, SMS or email.
 1. **Click here for Complain and Suggestion Page.** <http://www.mm.gov.om/tabid/91/Default.aspx>
 2. **Click here for Feedback Page.** <http://www.mm.gov.om/tabid/699/Default.aspx>
 3. **Click here for Complaint Status Page.** <http://www.mm.gov.om/tabid/699/Default.aspx>
- **e-mail** – Customers can also choose to send email to contactus@mm.gov.om for their feedback, complains or suggestions.
- **☐ Smartphone application** – With the launched of iMuscat, Smartphone users can submit feedback directly from their Apple iPhone Operating System (iOS), Google Android and Black Berry Operating System smartphone. They can also attach photographs and Global Positioning System information with their feedback. The feedback will then be routed to MM contact center where the agent will perform the necessary follow-ups. The applications are available in the different app stores.
 1. **Click here for Android Market web page.** <https://market.android.com/search?q=muscat+municipality&so=1&c=apps>
 2. **Click here for App Store web page.** <http://itunes.apple.com/us/app/imuscat/id432861107?mt=8>
 3. **Click here for iMuscat website.** www.mm.gov.om/imuscat/e/serviceRequest.html
- **Fax** – Customers can also choose to send fax to 80077222 for their feedback, complains or suggestions, or to request for information.
- **SMS** – Customer can receive MM response of their feedback or complain via SMS. To see what the customer can get via SMS, please **click here for SMS service page.** <http://www.mm.gov.om/tabid/540/Default.aspx>

Information Request

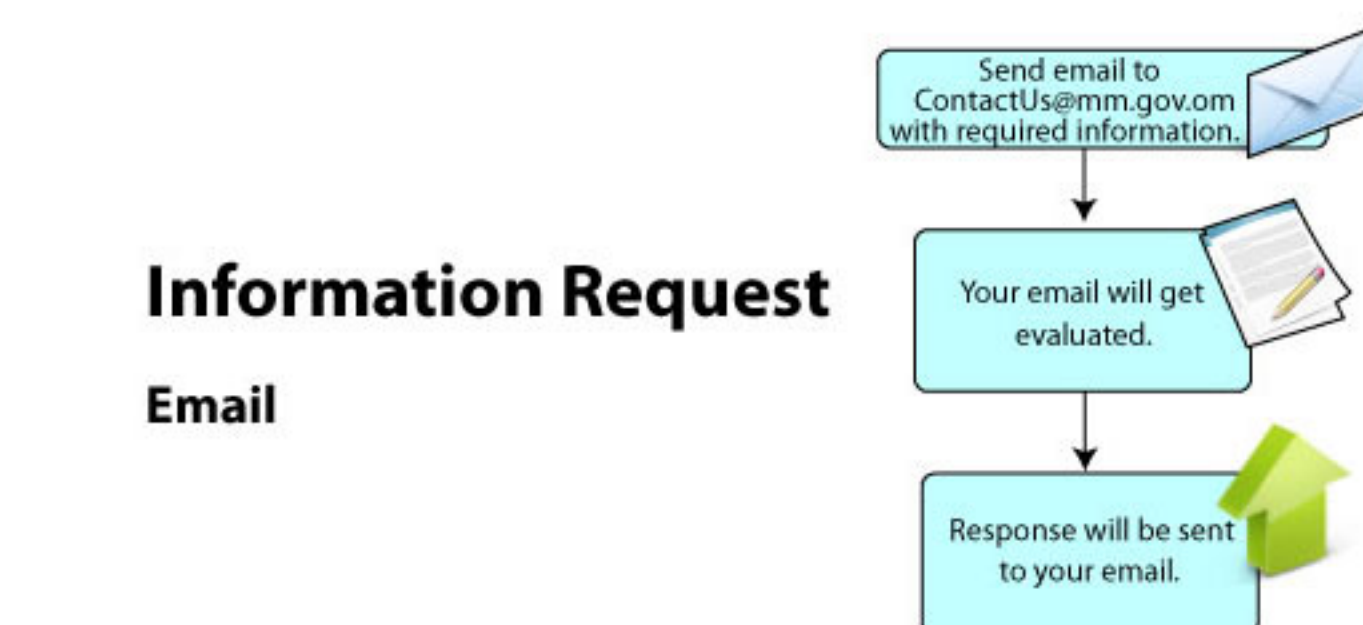
IVR (Interactive Voice Response - 80077222)

- **Steps to access the information:**
 1. Call 800 77 222.
 2. Follow the steps.
- **Workflow** (Click the thumbnail to view the larger version):



Email

- **Steps to send email:**
 1. Send email to contactus@mm.gov.om with required information.
 2. Your email will get evaluated. Then response will be sent to your email.
- **Workflow** (Click the thumbnail to view the larger version):

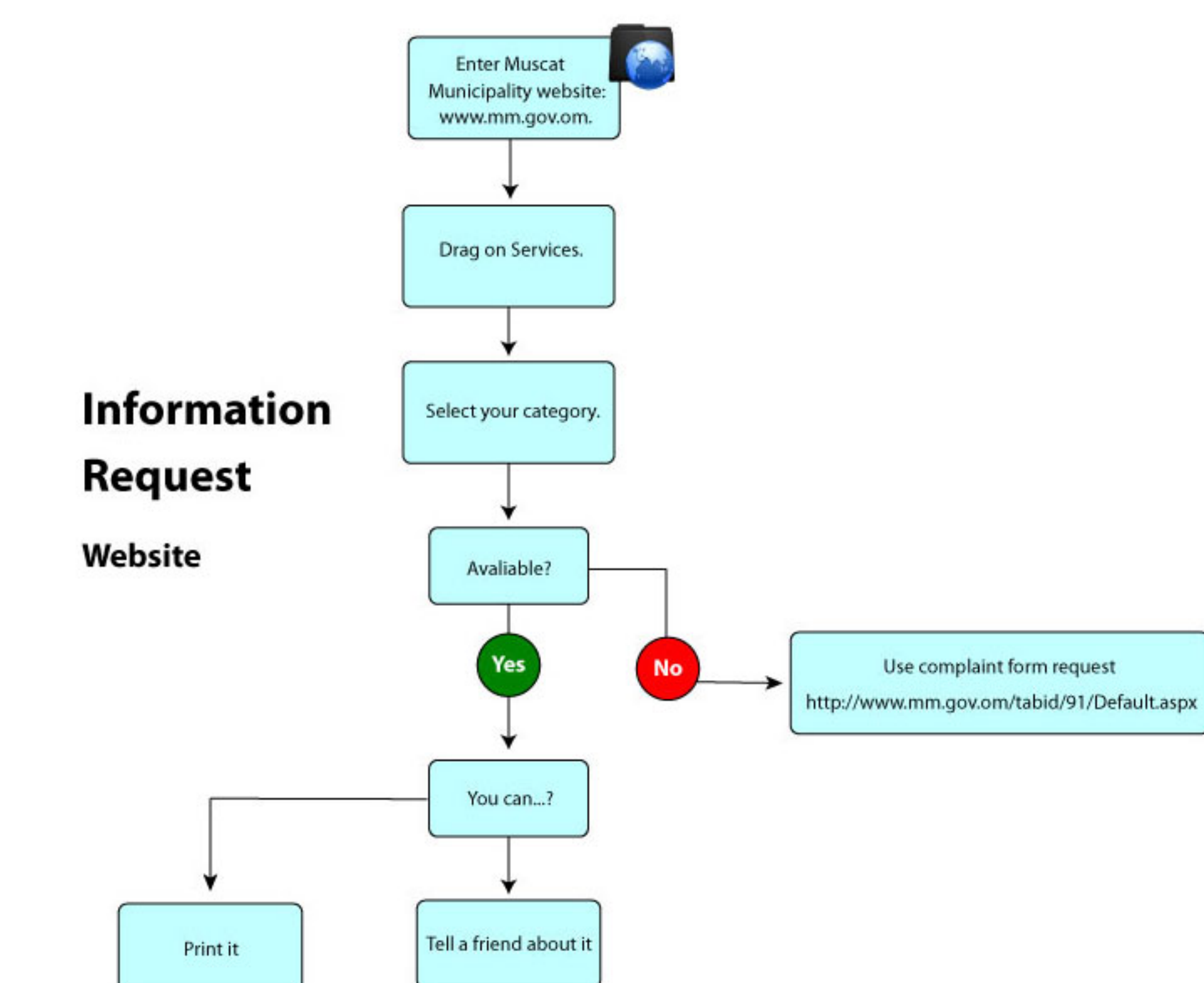
**Fax**

- **Steps to send fax:**
 1. Send FAX to 800772222 with required information.
 2. Your FAX will get evaluated. Then response will be sent to your FAX number.
- **Workflow** (Click the thumbnail to view the larger version):



Website

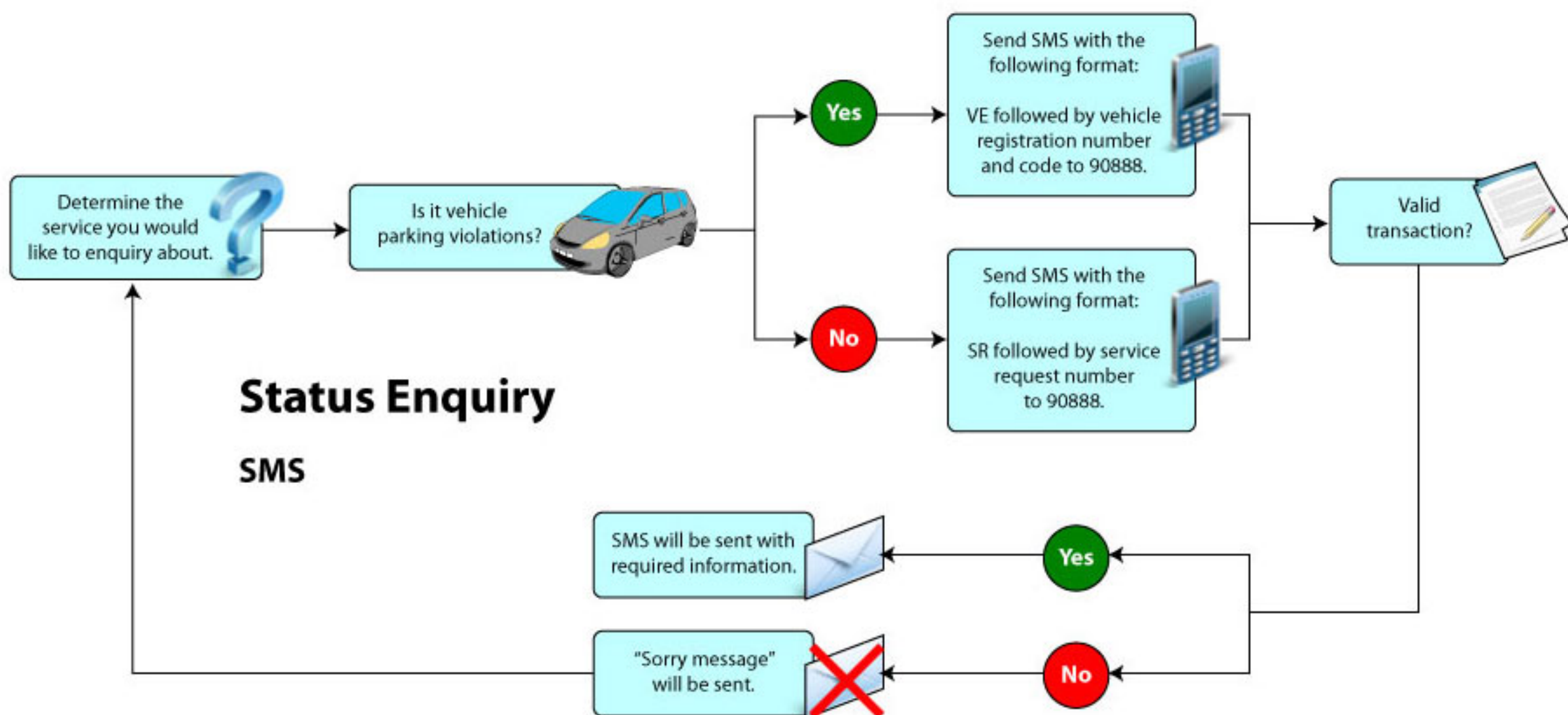
- **Steps to get information through website:**
 1. Enter Muscat Municipality website: www.mm.gov.om.
 2. Drag on Services, then select your category. If not available, use other information request CHANNELS.
- **Workflow** (Click the thumbnail to view the larger version):



Status Enquiry

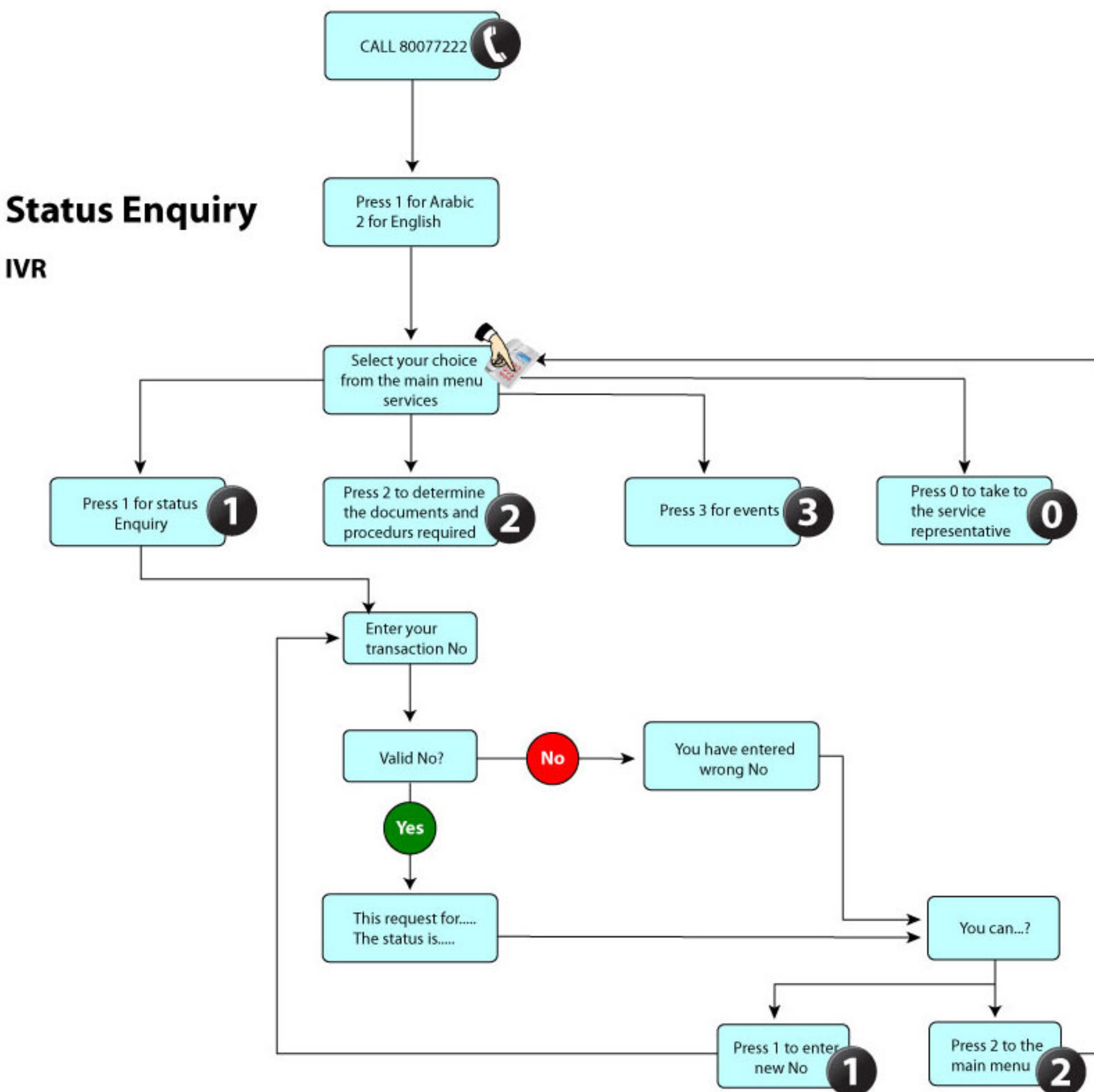
SMS

- **Steps for status enquiry:**
 1. Send SMS to 90888:
 - a. VE followed by vehicle registration number and code (for vehicle parking violation).
 - b. SR followed by service request number (for other services).
 2. Follow the steps.
- **Workflow** (click the thumbnail to view the larger version):



IVR (Interactive Voice Response - 80077222)

- **Steps for status enquiry:**
 1. Call 800 77 222.
 2. Follow the steps.
- **Workflow** (Click the thumbnail to view the larger version):



iMuscat

For status enquiry through iMuscat: Insert the receipt number that you have received when you have registered your application. You should receive a status update SMS from MM. For more information, please [click](http://www.mm.gov.om/imuscat/e/serviceRequest.html) www.mm.gov.om/imuscat/e/serviceRequest.html

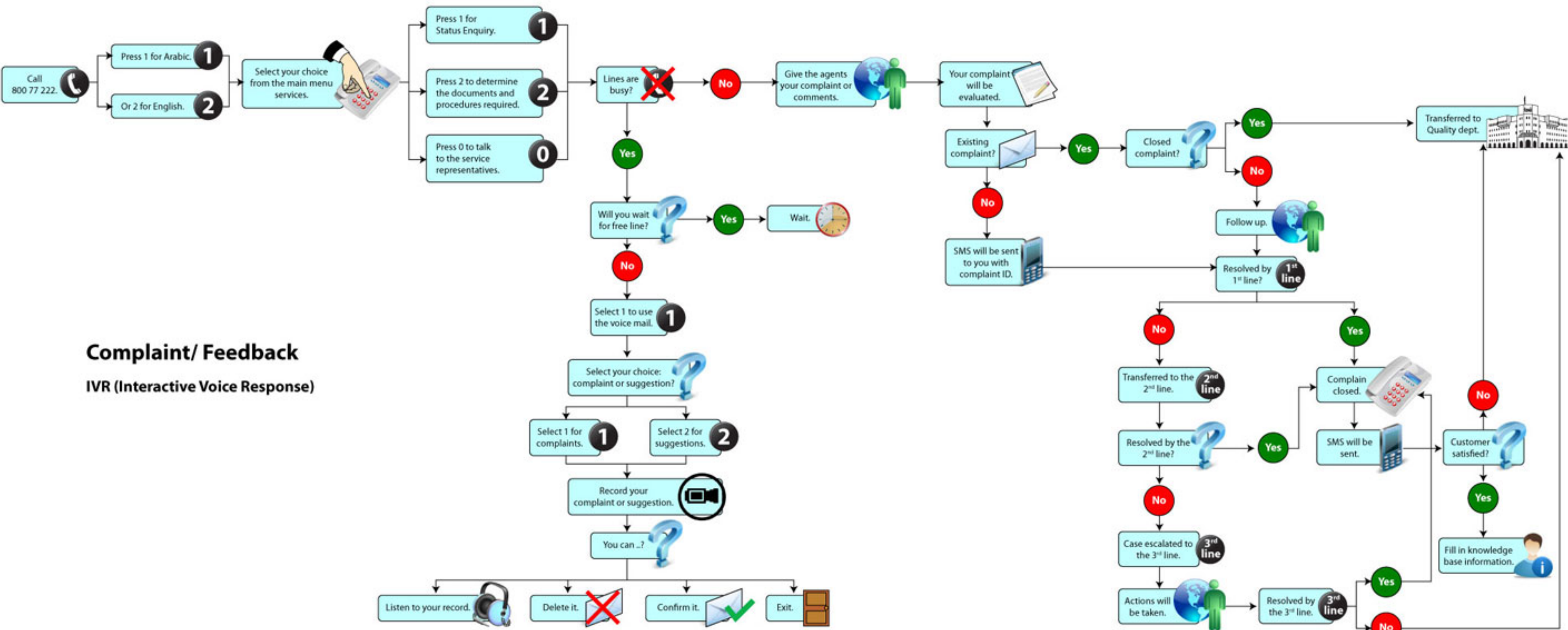
Feedback or Complaint

IVR (Interactive Voice Response - 80077222)

Steps to file a feedback or complaint:

1. Call 800 77 222.
2. Follow the steps.

Workflow (click the thumbnail to view the larger version):

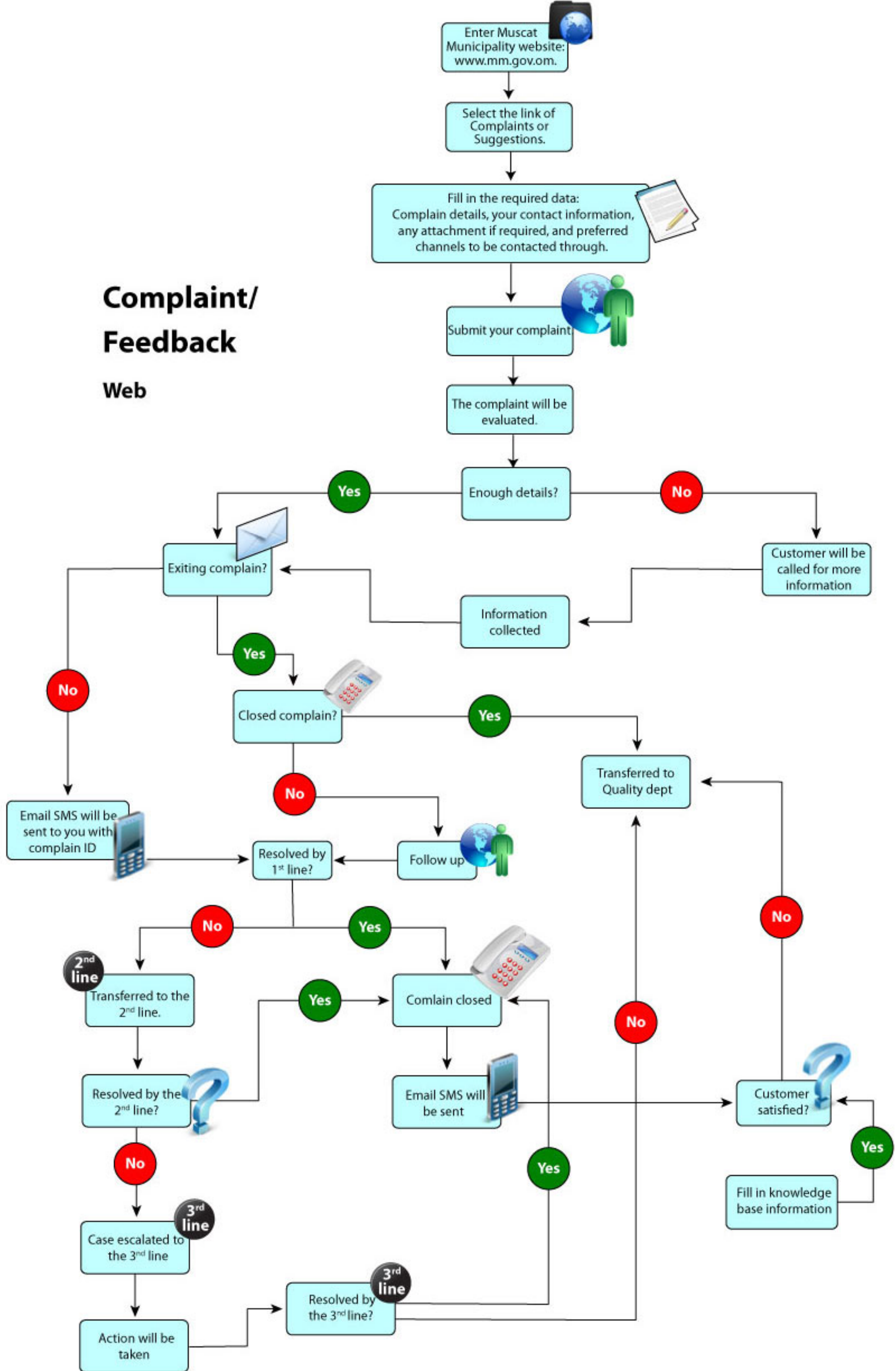


Web

Steps to submit complaint through website:

1. Enter Complaint and Suggestion page. <http://www.mm.gov.om/tabid/91/Default.aspx>
2. Fill in the required data. Submit your complaint.

Workflow (Click the thumbnail to view the larger version):



Fax

Steps to send your complaint or suggestion through FAX:

1. Send your complaint or suggestion through FAX to 80077222 with your contact information.
2. Your complaint will be evaluated.

Workflow (Click the thumbnail to view the larger version):

