



eGovernment Authority
Kingdom of Bahrain

Bahrain National Contact Center

**Collaborative Leadership for the Whole of
Government Approaches**

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Kingdom of Bahrain
eGovernment Authority

Internal Document | External Document



Bahrain National Contact Center



Motives

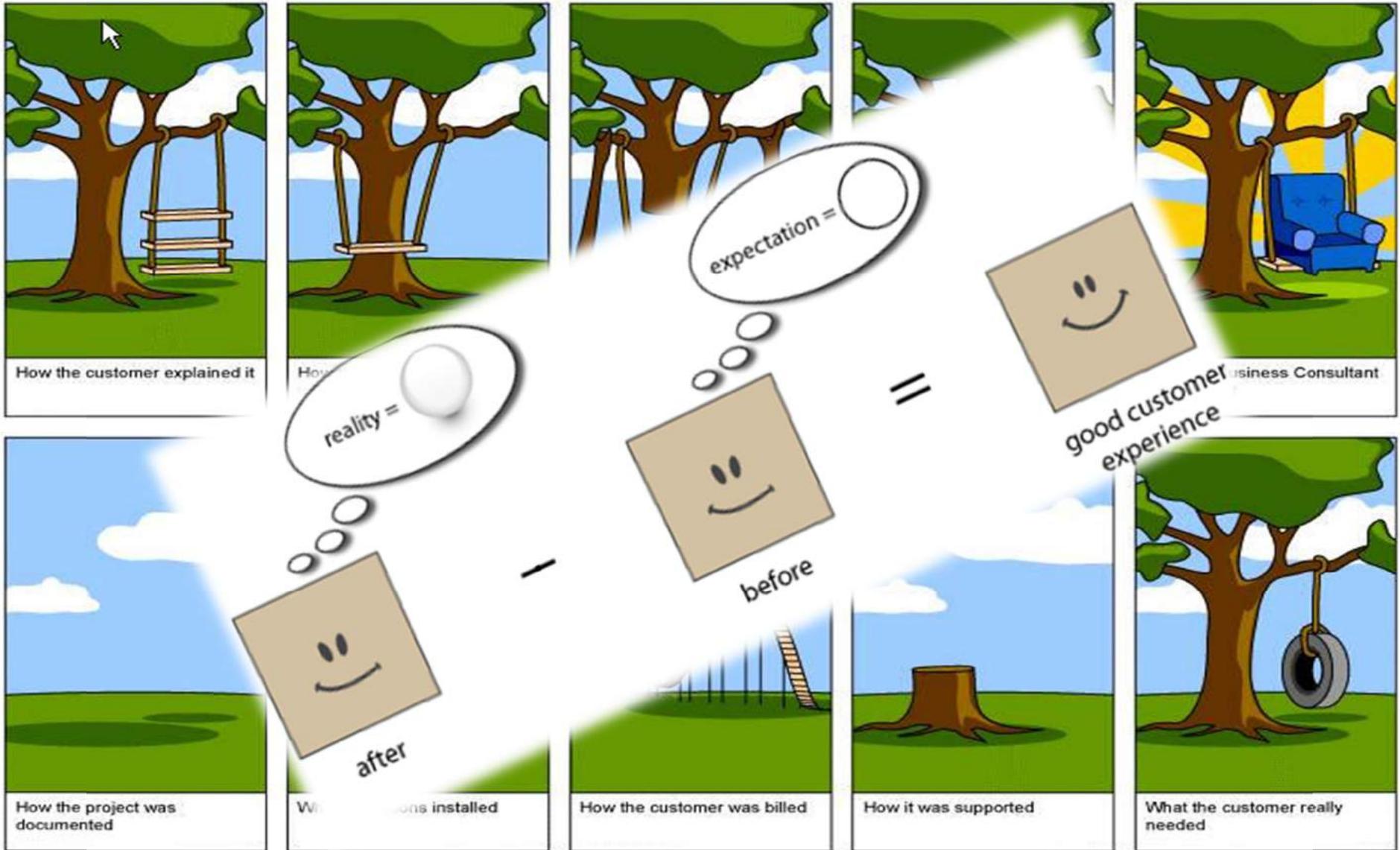
Achievements

Success Factors



Motives







No

- eServices
- eService delivery channels

Limited

- ePayment services

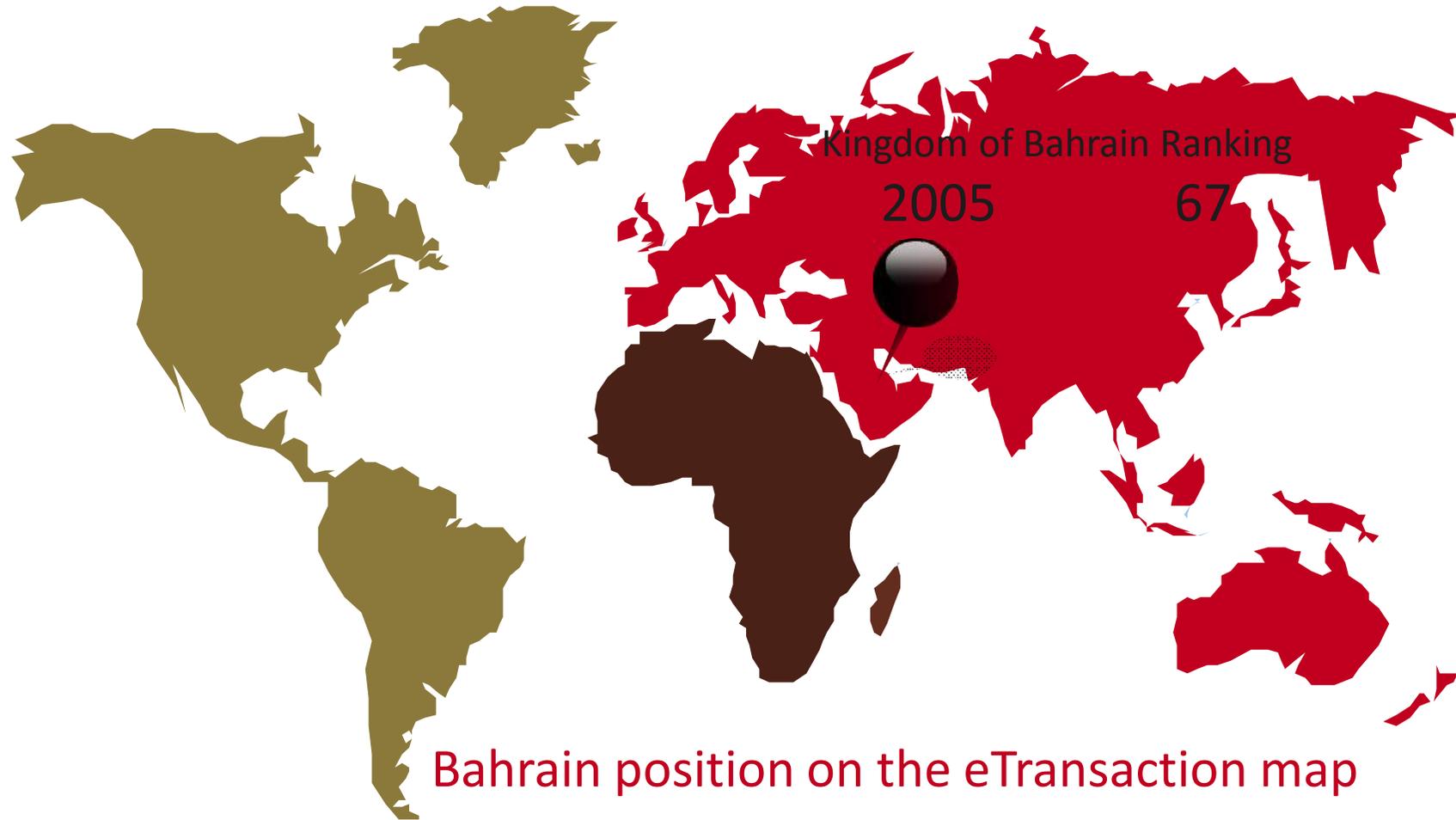
Difficult

- Use of service

Lack of

- 24/7 service availability







eGovernment
Portal

300+ eServices currently
available..





Mobile
Portal

Total = **63** eServices
Available through SMS and
WAP and 20+ Apps

bahrain.bh/mobile





eServices
Centers

15 eServices Centers were set up across the five governorates of the Kingdom of Bahrain.

Customer's hot spots points were selected such as post offices and community centers.



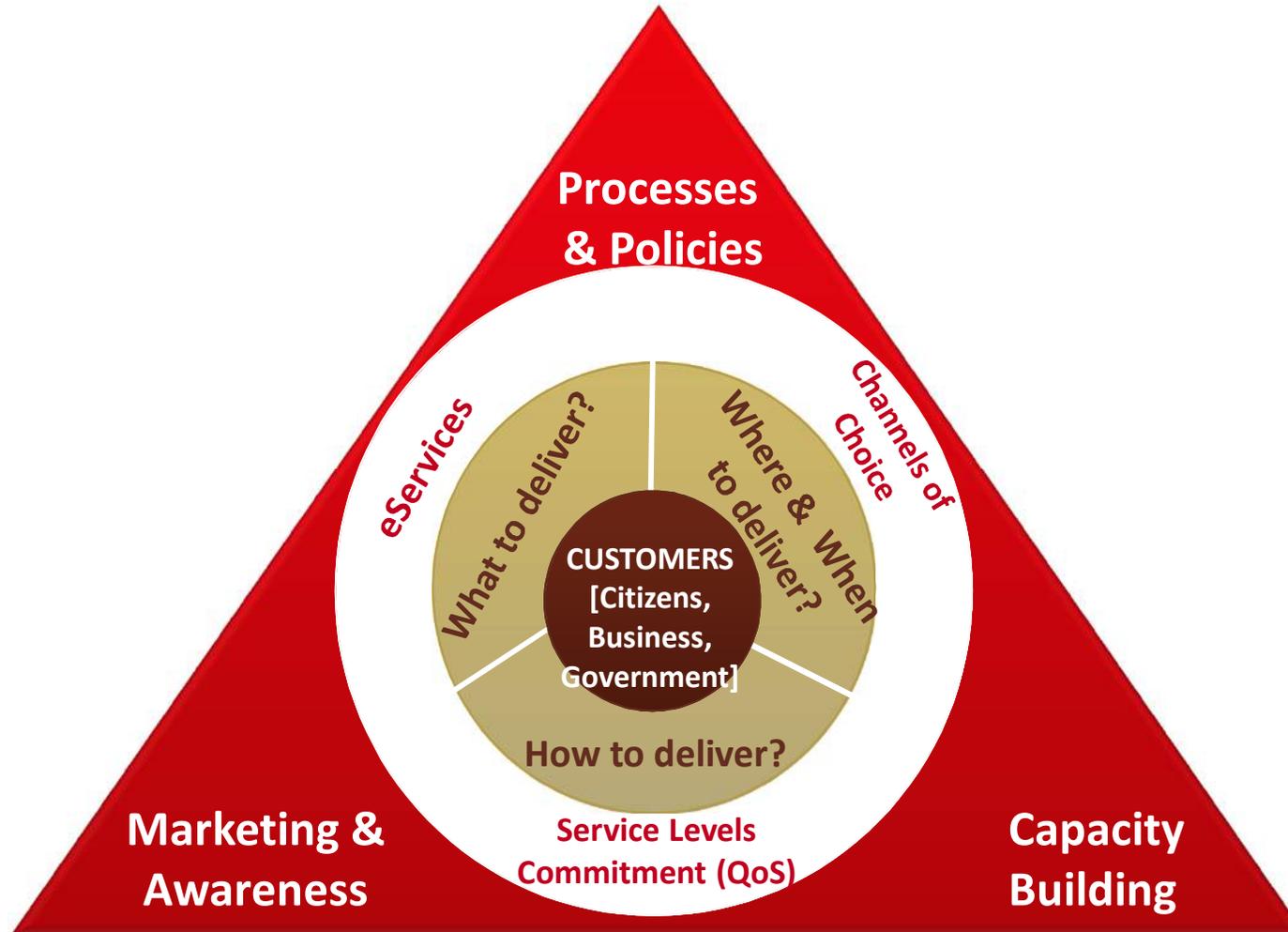


eGovernment
Kiosks

Self-Service eKiosks were installed in **35** locations around the Kingdom of Bahrain.

Located in: Shopping malls, Ministry premises, Hospitals, Banks, Supermarkets, Post offices and more...

eGovernment is more than mere Automation

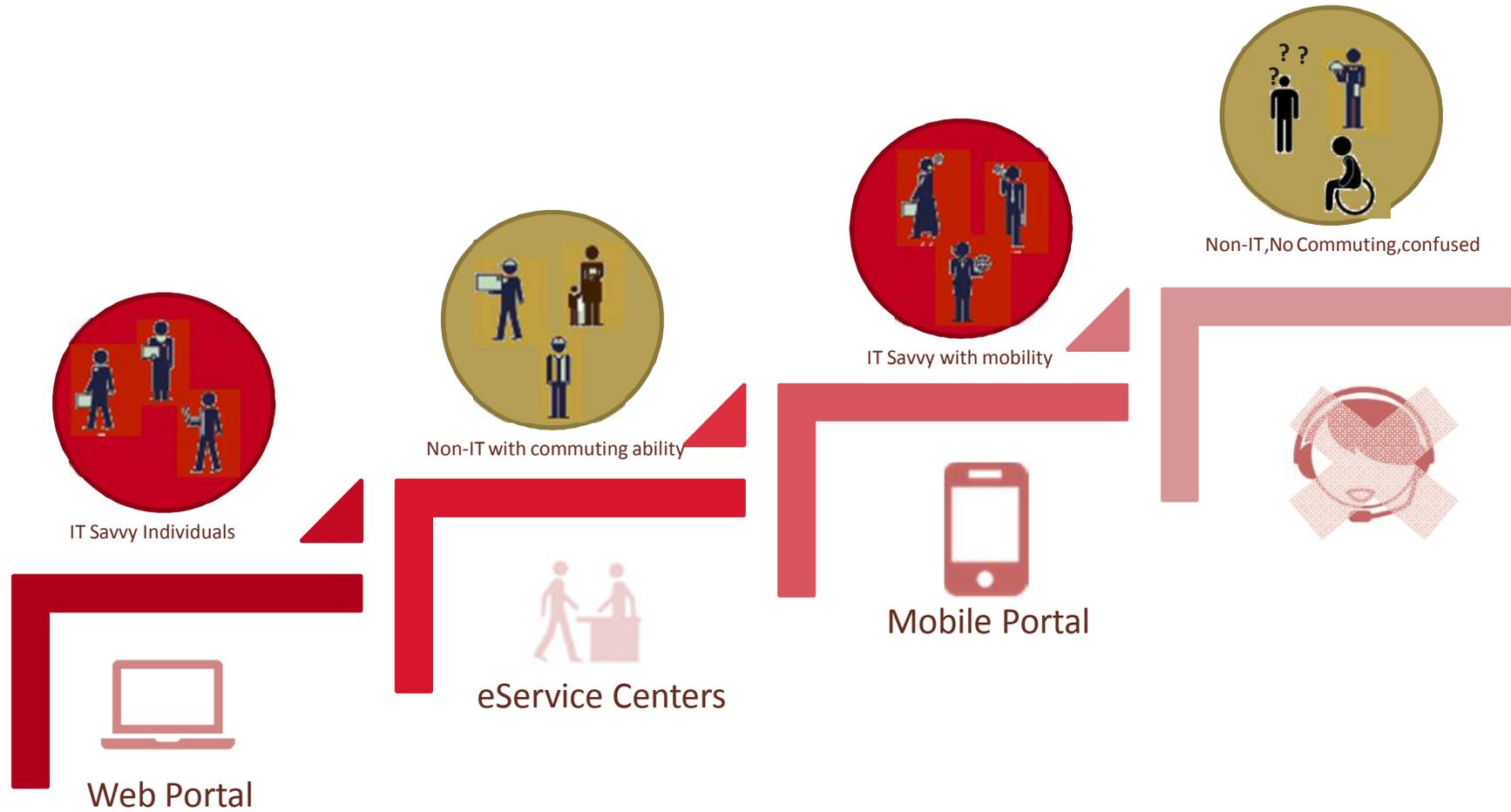


Expectation

Outcome

Disappointment







Before Silah

- Un-Served Segment of the public and the residents
- Fragmented contact centers of different government agencies
- Highly variable quality standards
- Strain on vulnerable groups
- Overstretched service delivery centers





National Contact Center

silah 

Establishment of “Silah Gulf”

- Takeover the operations of internal government contact centers
- Increase consistency and quality of customer service
- Create an example of excellence in call center services in the region

Implementing the solution

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
	Viability Assessment	Implementation Partnership	Design and Implementation	Operational Roll-out	Scale-up and Improvements	Business Partnerships
Timing	2008-2009	2009	2009-2010	2010	2010-2012	2012
Key tasks	<ul style="list-style-type: none"> ▶ Assess the government needs for call center services 	<ul style="list-style-type: none"> ▶ Assign most suitable implementation partner 	<ul style="list-style-type: none"> ▶ Setup NCC infrastructure ▶ Setup NCC processes 	<ul style="list-style-type: none"> ▶ NCC takeover all calls made to legacy call centers 	<ul style="list-style-type: none"> ▶ Integration of additional call centers ▶ Continuous monitoring & identify opportunities 	<ul style="list-style-type: none"> ▶ Sign several contracts with private & public entities to benefit from Silah services



Provide Call Center Tailored Services

- Provide Training to Contact Center Agent
- Monitor Service Performance
- Obtain Customer Satisfaction through (serveys,polls..etc)

- Develop the service
- Integrate with ministries back-end systems
- Deliver Services on Contact Center Multiple Channels (IVR,FAX,eMail,Vide o Calls..etc)



- Service Conceptualization
- Stakeholders Approval

- Current State Assessment
- Design customized service features for the contact center
- Draft Service Description Documents



Operational Support



- Customer Care
- Appointment Booking
- Payment Processing.
- Technical Support

Inbound Enquiry
Line

- Citizen Satisfaction Survey
- Reminder Calls
- Feedback calls
- Invitation Calls

Outbound
Campaigns

- Complains Management, Tawasul support.
- Technical Support
- Liaison with all the Ministries
- Document processing

Back Office
Activities

- Telephone
- Web Chat
- SMS
- Email, Fax, mail, voicemail.
- Social Media
- Video Support

Other Channel
Support

Key Challenges

Recognizing the concept

- Ministries belief of delivering their support services internally with lower cost.

Talented Resources

- Lack of experienced resources in Bahrain in the call center domain.
- Lack in the professional communication skills to meet the international standards.



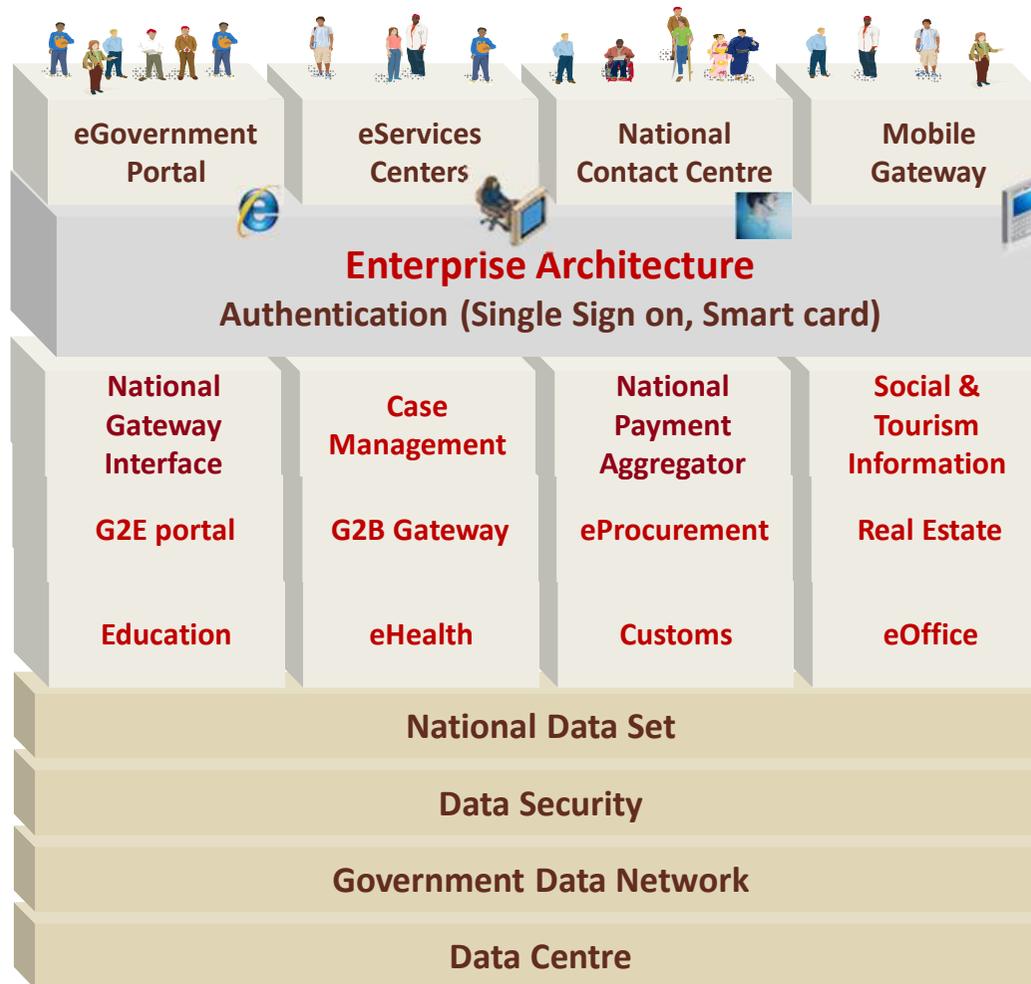
Achievements

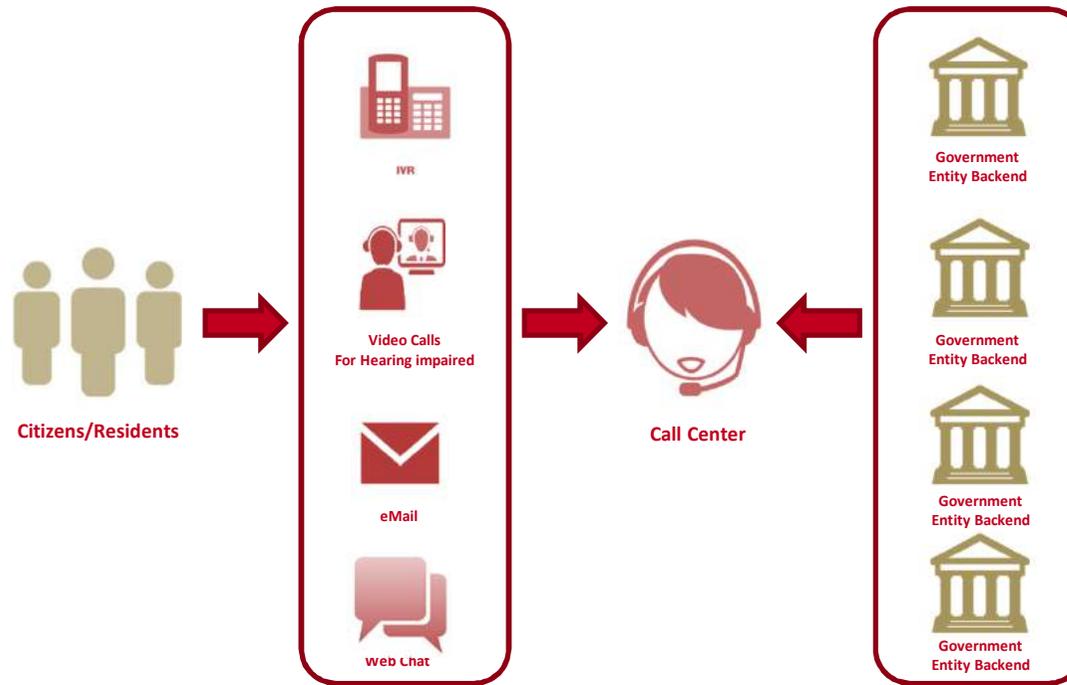






Fully Integrated Government Services





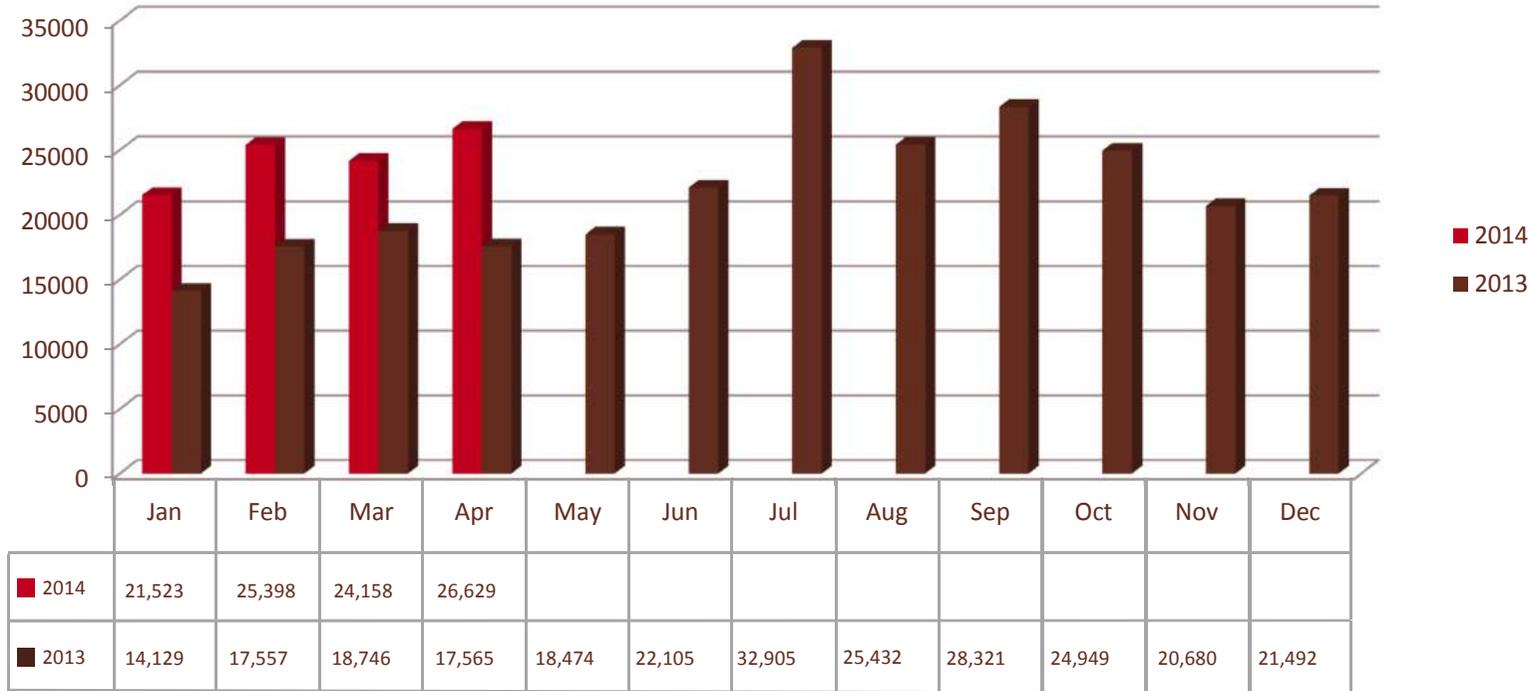
End-to-End Delivery of Services

-  The Bahrain National Contact Center host 51 end-to-end integrated services, the services are fully supported by the NCC channels and agents without the need to refer to the business owners.
-  Since the introduction of the video calls channel in 2012, 1050 inquiries from hearing impaired people were served .
-  Since the introduction of the automatic IVR payments service in 2012 an average increase in channel adoption reached +72.6%.



Statistics

Call Volume



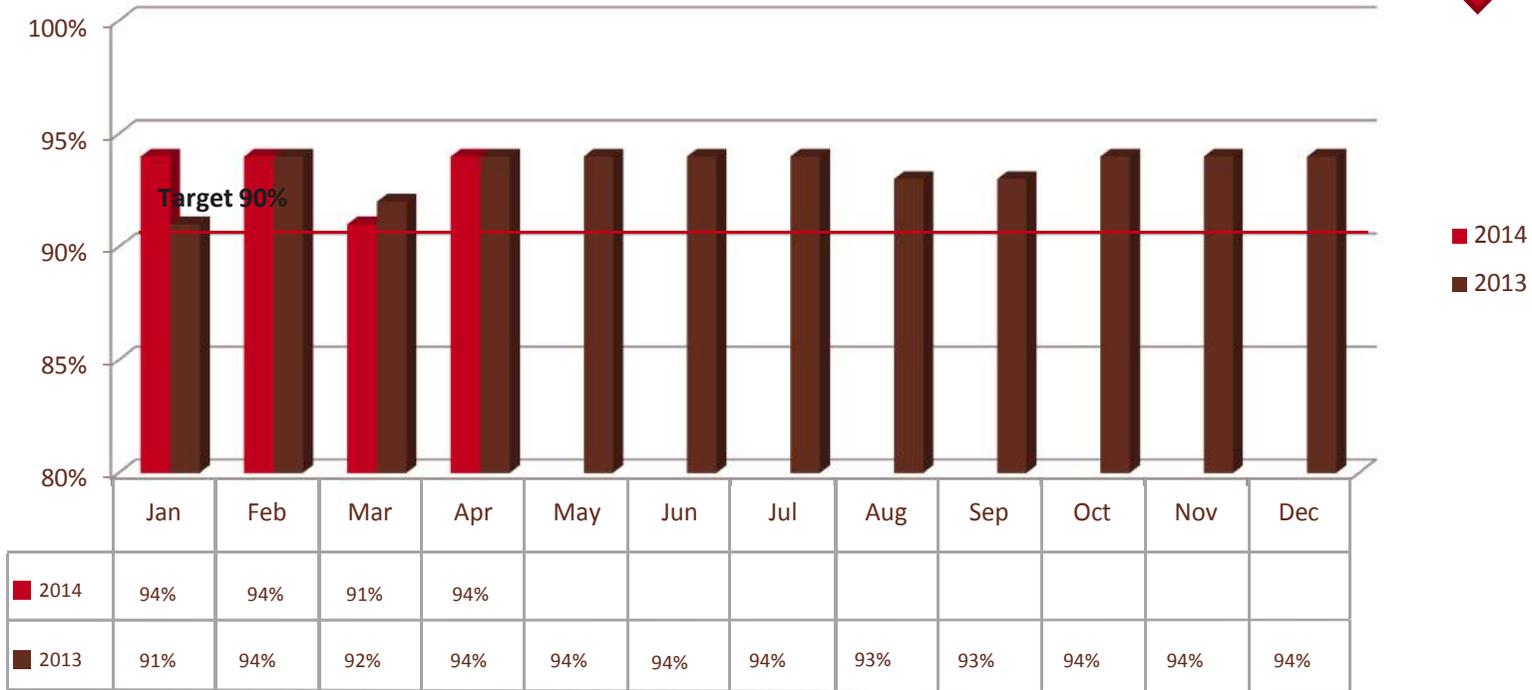
In the year 2013, the National Contact Center accommodated a total of 262,355 calls



Statistics

Customer Satisfaction

93%



In the year 2013, the National Contact Center achieved 93% customer satisfaction rate based on a 360 degree quality evaluation.



Multi-Award Winners

Since its launch in 2009, Silah has bagged multiple awards in customer service solutions



Awards

“Outstanding Organization” Award in
“Bharamisation Recruiting”

“Best New Outsource Provider”
Award in MECC’2012

“Best New Outsource Provider”
Award in MECC’2011

“Best Contact Center” Award in
CSES’2011



Factors of Success





His Highness

Shaikh Mohammed bin Mubarak Al Khalifa

Deputy Prime Minister, Chairman of the Supreme Committee for
Information and Communication Technology (SCICT)





Their Excellencies - members of the Supreme Committee
for Information and Communication Technology



Partnerships with ministries and governmental entities



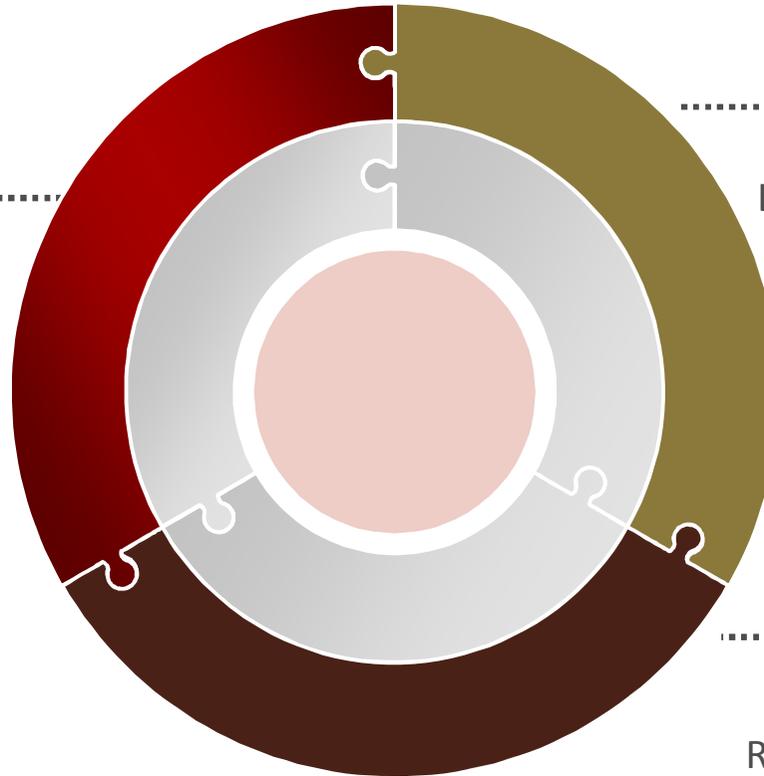
Strategic Partners



Lessons Learned



Public-Private Partnerships
Can Deliver Successful,
Profitable Services

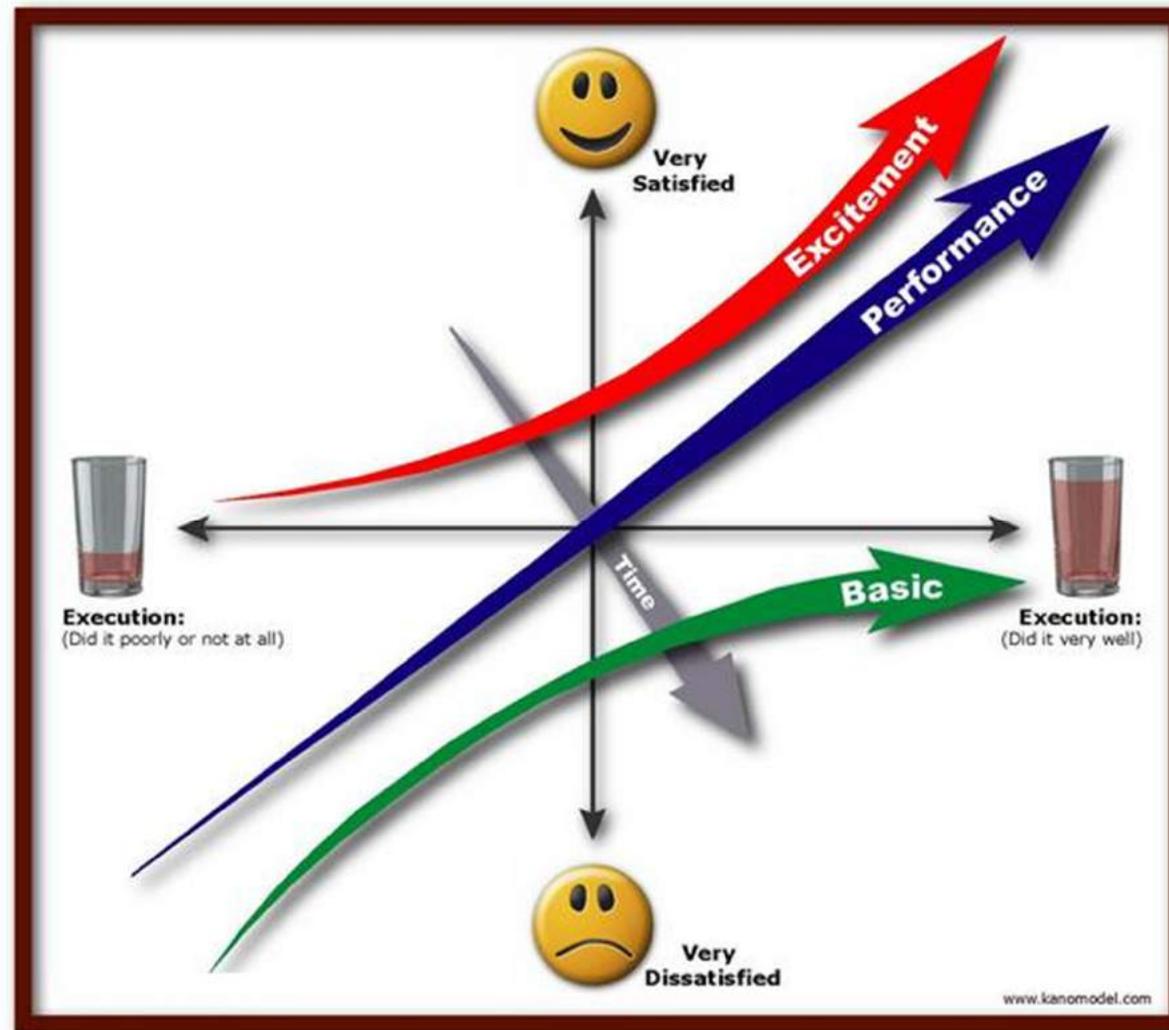


Better Contact Management
Leads To Better Perception of
Government



Spend Substantial Time and
Resources and Bring in Strong
Partners







“Advancing Bahrain to New Heights”

Thank you

