

CUSTOMER SOLUTION CASE STUDY



Summary



DEPARTMENT: WATER AFFAIRS AND FORESTRY

Customer:

Department of Water Affairs and Forestry

Country or Region:

South Africa

Industry:

Public Sector

Company Profile:

The Department of Water Affairs and Forestry is the custodian of South Africa's water and forestry resources. It is primarily responsible for the formulation and implementation of policy governing these two sectors. It also has override responsibility for water services provided by local government.

Business Situation:

The Department of Water Affairs and Forestry approached Microsoft Gold partner 3fifteen to define, design and implement a Microsoft CRM 3.0 system to provide an effective and efficient customer relations service to the citizens of South Africa as it relates to water and forestry regulations and policies and to provide a single point of contact for municipalities for accessing DWAF support.

Technologies used:

Microsoft® CRM 3.0
Microsoft® Windows
Microsoft® Exchange Server
Microsoft® SQL Server
Microsoft® Windows Server™
Microsoft® Office
Microsoft® Office SharePoint Portal Server
Microsoft® Visual Studio

3fifteen deploys Microsoft CRM 3.0 for Department of Water Affairs and Forestry (DWAF)

Situation

The Department of Water Affairs and Forestry (DWAF), the custodian of South Africa's water and forestry resources, approached Microsoft Gold partner 3fifteen to define, design and implement a Microsoft CRM 3.0 system to provide an effective and efficient customer relations service to the citizens of South Africa as it relates to water and forestry regulations and policies and to provide a single point of contact for municipalities for accessing DWAF support.

Following the complaints with respect to the accessibility of DWAF and recent problems with water quality in some municipalities, the Minister of Water Affairs and Forestry requested in 2005 that the Department establish a toll-free line for the public. A toll-free call centre service would furthermore be in line with the Department's sector leadership functions of support and regulation.

As a result, DWAF now operates a national Toll-Free Line centre that aims to assist South African citizens, businesses, and organizations on matters related water services, water quality and forestry related questions, concerns and issues.

The DWAF toll-free line serves the following groups of customers:

- The general public
- Individual consumers of water and sanitation services
- Individuals, organisations and private companies that have any business with the Department, either related to water or forestry matters.
- Water services authorities and water services providers
- Stakeholders of DWAF
- Internal DWAF customers

According to DWAF Chief Officer Co-ordinator, Shongwe Senzi, the national Toll-Free Line centre is equipped with trained personnel, state of the art telecommunications systems and processes that regulate the operations of the centre. "DWAF chose to acquire and implement a Customer Relationship Management (CRM) solution to complement its current operations. CRM 3.0 from Microsoft was chosen as the primary customer facing technology supported by a seasoned team of specialists from 3fifteen."

The objective of the toll-free line is to provide the general public with:

- A service that answers general questions about water and forestry issues or refer callers to sources of information about these.
- A service to enable the general public to complain about any issue related to water or forestry, and/or to mention anything relating to water and/or forestry which they think that the Department should note.
- A service that relays concerns/complaints/information to the relevant water services authorities or DWAF staff, and that will follow up whether the matter in question has been resolved within an agreed time period.
- A service to provide information about departmental matters such as tenders, employment opportunities, bursaries etc.

The toll-free line will not interfere with the function of the municipalities as a first point of call for the general public on service delivery issues. All callers with consumer complaints will be referred to the relevant municipalities.

Client Background

The Department of Water Affairs and Forestry is the custodian of South Africa's water and forestry resources. It is primarily responsible for the formulation and implementation of policy governing these two sectors. It also has override responsibility for water services provided by local government.

While striving to ensure that all South Africans gain access to clean water and safe sanitation, the water sector also promotes effective and efficient water resources management to ensure sustainable economic and social development. The forestry programme promotes the sustainable management of the country's natural forest resources and commercial forestry for the lasting benefit of the nation.

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Shongwe Senzi
Chief Officer Co-ordinator

DWAF has a vision of being a country that uses water and forests productively and in a sustainable manner for social and economic activities; in a manner that promotes growth, development and prosperity of all people to achieve social justice and equity.

Solution

The Department of Water Affairs and Forestry (DWAF) approached Microsoft Gold partner 3fifteen to define, design and implement a Microsoft CRM 3.0 system to aid DWAF to provide an effective and efficient customer relations service to the citizens of South Africa as it relates to water and forestry regulations and policies and to provide a single point of contact for municipalities for accessing DWAF support.

Specifically, the project enabled DWAF to map current Ticket handling processes to the Microsoft CRM 3.0 functionality; and identify process improvements and map or build new functionality that satisfies the Microsoft Functional Specifications and DWAF stakeholder input.

Call centre system architecture

The toll-free line service is in line with the Department's sector leadership functions of support and Regulation in the water and forestry sectors. In order for the toll-free line to be effective in terms of Regulation it is critical that consumer complaints relating to water are recorded and handled by the directorates concerned with water services and water resource Regulation. It is critical that information about consumer complaints and queries are recorded and accessible to management of the Regulation units.

The toll-free line can play a critical role in the provision of support to water institutions by the Department. As part of the proposed support 1-Stop Shop, the toll-free line provides water services authorities and water services providers with a support service that will respond to questions about water resources, water services and forestry matters, either directly, or relaying requests for assistance to a relevant person in the DWAF office, regional or national, and that will follow up whether the caller has received satisfactory assistance from the DWAF office within an agreed time period.

Microsoft CRM 3.0 provides a structured system that eliminates the ad hoc and unprofessional handling of customer calls. The call centre has the ability to handle most routine calls. Only calls that require specialist input or investigation will now come through to the second level or third level.

It will also assist the Regulation Directorates to fulfill their responsibilities towards the general public. It is seen as an empowering mechanism that will allow people to express and demand their civil rights. It should provide detailed statistics on:

- Type of caller – consumer, organisation, stakeholder, municipality, region
- Origin of call i.e. the water services authority of callers
- Date and time of call
- Purpose of call – brief description of the content

