CitiCall
Work Simple Works

AN INNOVATIVE FRAMEWORK & ARCHITECTURE FOR GOVERNMENT, PUBLIC AND PRIVATE ENTITIES

Powered by

ANALOG
Simplifying the digital world

CitiCall FOR
EFFICIENT & EFFECTIVE
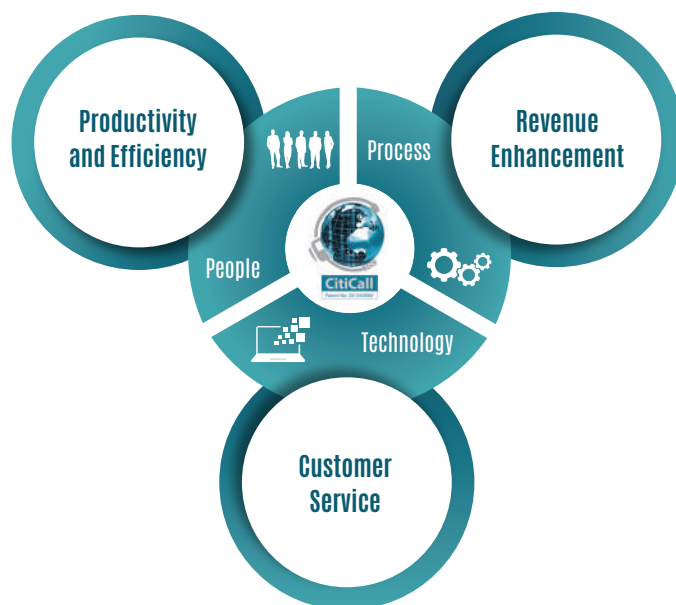# SERVICE DELIVERY

CitiCall

The advent of **Computer Telephony, Multimedia** and **IVR Systems** are regarded as critical business enablers to provide improved service and support to customers and ensure a pleasant customer experience. The contact centre is therefore taking on a critical new role as the hub of strategic customer communications and engagement and is becoming increasingly popular in both public and private sectors as a convenient and cost-effective mechanism for customers to access products and services offered by the organization.

CitiCall is uniquely positioned to enable the organisation to achieve their business goals by effectively managing and monitoring service delivery utilising Analog's business model which encompasses people, process and technology. This unique solution offers a **Scalable, Customized, End-to-End Product** aimed at streamlining business processes and enhancing productivity and efficiency across different line functions within the organization.

CitiCall comprises of a 'One-Stop-Shop' approach to develop, maintain and manage the customer care and service delivery process coupled with the management of the operational infrastructure to ensure effective and efficient service delivery within the Organisation.

CitiCall
Work Simple Works

Productivity and Efficiency

Process

Revenue Enhancement

People

CitiCall

Technology

Customer Service

What is CitiCall?

CitiCall is an **Integrated Customer Care** and **End-to-End Holistic Operations** and **Task Management Tool** across departments that drives efficient and effective Service Delivery. It is an **Executive Management** and **Decision Making Tool** providing **Real-Time Monitoring** and **Business Intelligence** through **Smart Data Analytics.**

CitiCall Overview

Managing Customer Satisfaction

CitiCall ensures consistency of the customer experience by providing a single view of customer queries and complaints across the organisation. Improved service delivery is achieved through monitoring and timeous resolution of public queries. CitiCall effectively manages all communication channels thereby improving customer satisfaction.

Effective Management Planning and Control

CitiCall identifies key problem areas and allows management to effectively address them. Critical decision making criteria are available 'real-time' through management dashboards and various business reports. CitiCall allows managers to plan and validate their expenditure on capital projects and operational expenses thus ensuring complete transparency and greater budgetary control.

Improving Workforce Productivity and Efficiency

CitiCall effectively monitors the job life cycle across all line departments and drives efficiency and productivity by managing SLAs and providing the right information to agents, control room and operational staff in 'real-time'. CitiCall is able to identify the most appropriate staff for the job saving both time and money by reducing the number of wasted trips to site.
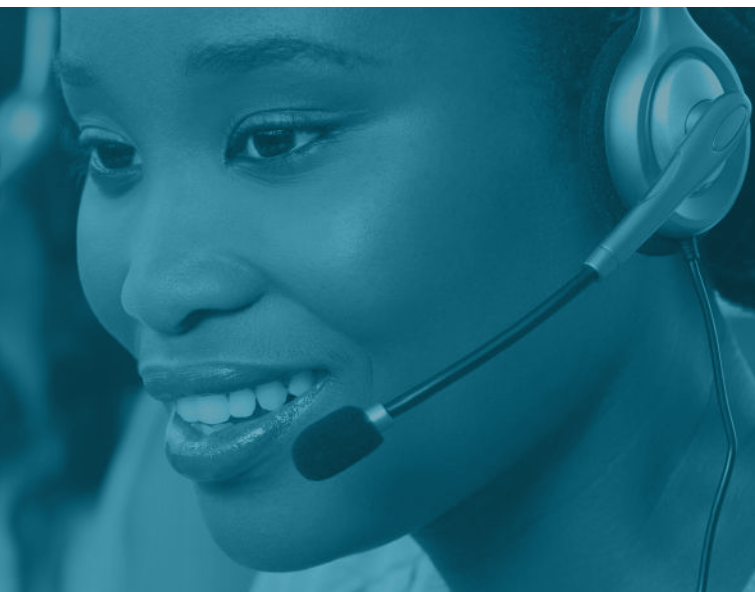
Good Corporate Governance and Auditor General Compliance

An organisation must conduct its business within acceptable ethical standards which includes transparency, accountability and openness in reporting. The disclosure of both financial and operational information is vital to this practice. The CitiCall framework and architecture embodies this philosophy with robust systems and processes, effective reporting and an external focus on public needs.

TELL US your **NEEDS!**
We will **CUSTOMISE**
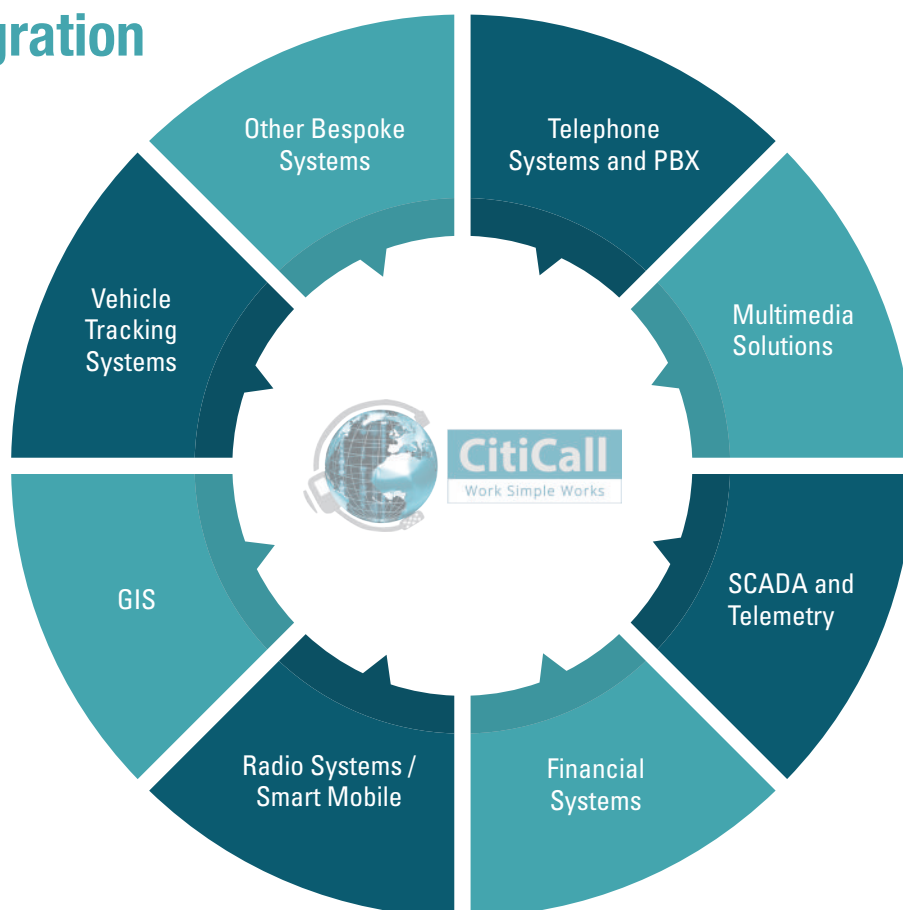**CitiCall** for your
ENVIRONMENT

CitiCall Features

Key Features

Customer Relationship Management	End-to-End Complaint / Incident Management	Field Staff Scheduling	Smart Task / Field Staff Allocation	Auto Escalation	Complete Audit Trail

Management Dashboard	Electronic Document Repository	Asset Register, Asset Maintenance schedule and Reporting	Integrated GIS and built-in route planning	Smart Analytics, Intelligent Data Mining and Customised Business Reports

CitiCall Integration Features

- Other Bespoke Systems
- Telephone Systems and PBX
- Vehicle Tracking Systems
- Multimedia Solutions
- GIS
- SCADA and Telemetry
- Radio Systems / Smart Mobile
- Financial Systems

CitiCall
Work Simple Works

Account Management

- Task Costing
- Holistic Overview of Accounts
- Ability to drill down per utility / region

CitiCall Mobile Application

- Logging of Public / Customer Queries
- Field Staff / Control Room Communication
- Management Dashboard
- Customer Billing Statements
- GIS Capability
- Attachments / Photos

Emergency & Disaster Management

- Stakeholders and Volunteers Notification
- Relief process and fields
- Paperless Disaster Assessments
- Situational Update
- Risk Assessment
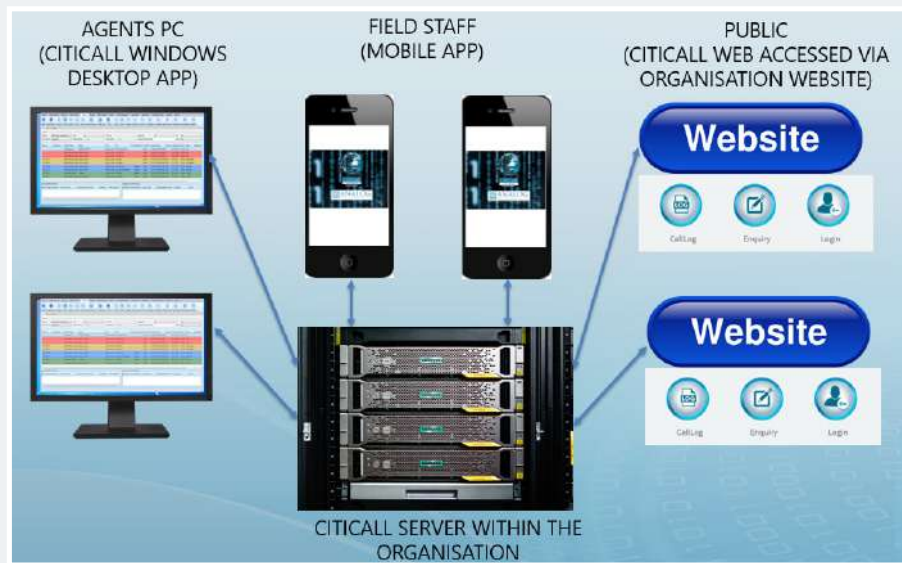- Early Warning Systems
- Events Questionnaire

CitiCall Technology Architecture
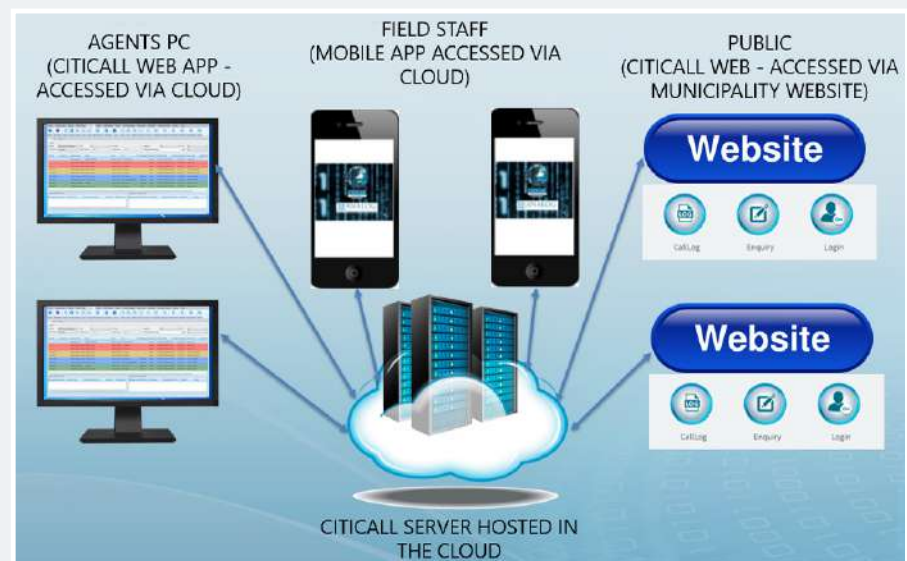
Option 1:

Windows Desktop App

(Hosted within the Organisation)

Option 2:

Web Application

(Cloud Based)

CitiCall Benefits

The benefits of implementing CitiCall are:

- Good Corporate Governance including Auditor General Compliance

- Responsible and accountable administration of services

- Effective management planning and control across business clusters

- Cohesive planning approach reduces cost and increases service delivery monitoring

- Executive Decision Making Tool and Management Reporting

- Reduces operational costs by improving staff efficiency and productivity

- Enhances Customer Satisfaction by improving responsiveness to customer queries

- Workforce empowerment

- Sustainable Job Creation

- Change management activities to ensure smooth transitioning

- Prioritisation and customisation of workflow as per specific organisational requirements

- Improved service delivery to customers

CitiCall Cost Savings

A significant ROI and cost savings is achieved by:

- Efficient response to customer queries

- Significant reduction in the number of wasted trips for field staff

- Correct resources scheduled for job completion

- Planning and scheduling of resources reduces staff overtime

- Accurate billing for services

- Intelligent decision making

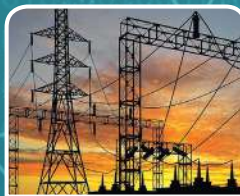## CitiCall – A Powerful MANAGEMENT TOOL for COMMUNICATION and COLLABORATION

ONE PRODUCT FITS ALL!

MUNICIPAL Departments

Water	Electricity	Roads
Transport	Traffic	IT
Emergency Services	Disaster Management	Other Units

Business FUNCTIONAL UNITS

HR	Marketing / Promotion	Manufacturing / Production
Sales	Finance	Facilities
IT	Service	Other Units

CitiCall is an enabling collaboration and management tool allowing all silos to provide **one holistic view** of the environment