Egyptian
Presidency

Challenge

With the breakout of The Egyptian Revolution, following a great uprising that began on 25 January 2011, eventually overthrowing Mubarak's regime early February 2011; and after Mohamed Morsi won the presidential elections and was inaugurated as Egypt's 5th President, thousands of Egyptians started their own individual protests in various sectors and across the Egyptian governorates calling for different demands, hoping for their voice to be heard. A chaotic situation, that required the creation of a diverse and fast system to act like a communication channel to accommodate and manage those thousands requests and complaints. Consequently, the Egyptian Presidency decided to establish its Citizen Service Department in July 2012, which allows the citizens to enter their requests/complaints online to be allocated to the designated government entity with the aim to be resolved.

The problems being addressed here were the following aspects of the Citizen Service Department of the Egyptian Presidency:

Channels of Communication

There was a lack of open/accessible communication channels between government entities/ministries and the general public, whether businesses or individuals.

User Interface

The solution needed to be easy and simple to use for both user groups (public and employees), in order to accommodate to none-advanced computer user skills on sides, providing usability, flexibility and adaptability.

The solution

The project aims to implement Microsoft Dynamics CRM service module in the Egyptian Presidency to help them track Citizen's complaints, questions and suggestions.

link *Development*

The solution is consisted of some basic modules or sections:
• Case Management Facility
• Correspondence and Letter Management
• Communication Channels

The project also includes integration with the website's portal to allow citizens to log their problems online, track, and follow-up online on their cases. The solution tackles some of the following case categories:
• Complaints.
• Emergency Notifications.
• Service Requests
• Grievance Cases.

Benefits
The implemented Solution also involves a backend letter management system implemented to generate formal letters. The solution allows generating correspondence letters, in pre-define templates, that are used for communication between the Egyptian Presidency and other Governmental Entities that do not have access to CRM Solution from the case information in the CRM. Consequently, they route it to the responsible people to get signed, and direct it to a specific Ministry or Organization to work on solving the case.
• Users provide the required details in pre-defined letter templates.
• Letter is generated with dynamic values taken from the CRM form, with the ability to review & update its content.
• Letter is then assigned to the approver (the responsible user who will sign the letter).
• The approver has the option to sign the letter using an electronic pen on tablet PC, or add comments and assign it back to the creator for doing the necessary updates.
• In case the letter is approved and signed the creator has the option to print the letter.
• And in case the approver rejects the letter, it will be re-assigned to the creator to do the requested updates and re-process the letter again.
The solution users vary from data entry, and call center users, to citizens using the web site portal that is integrated with the solution. We can classify system users into:

• *Call Center Employees:*
It is not only a channel of receiving the case from the citizen, but also it also holds the employees responsible to follow up with the citizen and inform him with the status of the request.

• *Citizen Service department Employees at (Egyptian Presidency):*
They are responsible for interacting with citizens face to face, discussing all case's information with the citizen, and logging it in the system. Besides the interviewing, citizens can communicate with Citizen Service department Employees at Egyptian Presidency's various offices using different channels such as: Telegraphs and Official Letters.

• *Research Department Employees at (Egyptian Presidency):*
The users of the research department are responsible for investigating the case, and providing accurate classification and definition of reason, and either to solve it within the department and provide the citizen with instructions and information, or to route it to external concerned entities (other government entities) to provide the accurate and final case resolution.

• *External Governmental Entities Employees:*
These users belong to all governmental entities such as ministries and administrations. They will investigate the case, provide final resolution, and communicate it with the citizen directly when needed.