



Muscat Municipality
Muscat, Oman
www.mm.gov.om

Industry:

Public Sector

Employees:

5,538

Oracle Products & Services:

Oracle Contracts
Oracle Field Service
Oracle Mobile Field Service
Oracle iSupport
Oracle Receivables

Oracle Partner:



Imtac
www.imtac.com

“Thanks to Oracle and Imtac, we have successfully deployed the first governmental instance of CRM services in the Middle East. We are already seeing great time savings through automated processes and, consequently, are providing stronger services for Muscat residents.” – Salem Al-Kalbani, Section Head of Projects, Muscat Municipality

Muscat Municipality Reduces Inspection Times by 60% with Integrated Enterprise Applications

Muscat Municipality provides local services to more than 719,000 citizens living in, or around, the city of Muscat in Oman. Established in the 1920s, Muscat Municipality’s responsibilities include property management, road and city maintenance, parking administration, and public healthcare. The organization is committed to optimizing services to citizens through the use of technology.

Challenges

- Improve inconsistent citizen service by establishing a customer relationship management (CRM) system and obtaining a single citizen view
- Improve accuracy and relevancy of citizen data
- Establish automated processes for managing tenancy agreements, building contracts, parking violations, and healthcare inspections
- Eliminate errors arising from manual data entry
- Streamline municipality/citizen interaction by offering services online

Solution

- Established the first successful implementation of CRM services in a governmental department in Middle East
- Obtained a 360-degree view of citizens through a well-integrated customer relationship management implementation
- Reduced duplicate citizen records and ensured data integrity due to single customer view
- Reduced parking and healthcare inspection times by 60% as a result of the ability to transmit results from the field with Oracle Field Service
- Established an automated process for tenancy and construction applications—rather than traveling to administrative offices, citizens can now complete applications online
- Eliminated human errors as a result of moving to a paper-free environment and removing the need for duplicative manual data entry
- Accelerated financial data entry, including revenue information, by more than 60% with Oracle Receivables