

***CHAPTER 07 - CASE SUDY 2: Dhaka WASA Customer Complain Management System***



Dhaka WASA Complain Management Center:

DWASA Complain Center Contacts:

Hot line number: 16162(short code)/ 09611016162(long code).

Website: dwasa.complaincenter.com:16162

Dhaka WASA taken an initiative to setup a complain center to hear the problem regarding the

services it offers to the population of Dhaka City. Now the consumers of Dhaka WASA can lodge

complains just by dialing 16162 (from banglalink & citycell) or 09611016162 from any operator

serving in Bangladesh. People don't have to come to complaint center physically in their serving

area anymore enabling them to save their valuable time and money spent in transportation.

When customer call at complain center and inform the problem along with the customer ID,

the automated computer system can locate the problem area as the help line center database

linked with Dhaka WASA billing system. The computer system selects the responsible engineer

for that particular location from the job card for of every MODS zone which is pre configured in

the computer system. The system then sent SMS to the right person with the summary of

problem and exact location of the problem. Once the help center register the complain and

initiate the ticket the process operate on its own until the ticket for that complain in closed thus

ensuring that no problem is remain untouched or unnoticed.

A customer can register complain regarding Water & Sewerage, Billing, Drainage, Meter

problem or just to have information about various service related information of Dhaka WASA.

Here we have describe how the complain center works related to Water & Sewerage problem

only.

A Complaint Life Cycle of WATER & SEWERAGE Problem

Hear the Problem

The call center agent receive complain from customer and register the customer account

number/ bill number and the details of the problem into computer system. The computer

system generate a ticket number associate with that problem. At this stage the ticket given

status 'New'

Acknowledging the Problem

Once the ticket is generated, the computer system automatically selects the MODS zone,

Engineers responsible to take care the problem depending on the problem of the location.

The computer system then sent alert SMS to the responsible SAE selected from the job card

of that MODS Zone. The SMS contain information about the problem and a number to be

dialed to acknowledge SAE has been aware of the problem. This number is also called

'Magic Number'. It's named so because if the number is dialed one will hear a busy tone but

it's enough for the computer system to know that the problem is acknowledged or seen by

the responsible SAE. Also the good news is it will not cost any money.

At the same time AE above the hierarchy of SAE will have a notify text SMS containing the

information of same problem, name of assigned SAE. The purpose of this SMS just to let AE

know about the problem and whom is assigned to take care of the problem. The AE don't

have to dial at this stage.

SMS template :-

Resolution of the Problem

Once the computer system, receive the acknowledgment from the SAE, the system

immediately sent SAE and AE resolution text SMS respectively. The SMS that sent to SAE will

contain thanks for Acknowledging and request him to consult AE for update. Once the

assigned work is completed SAE will inform the AE about final update of the problem just

the same way as job is used to done. This time SAE will not have to inform the computer

system.

On the other hand by the resolution SMS received by AE containing which problem ticket is

acknowledged and by whom, the time of next SMS and a magic number. As the work is

completed and informed by the SAE the AE will dial the magic number informing the system

the work is completed. But there could be many problems that cannot resolve or solve in

just 24 hrs. Some problem even takes many days depending on the nature of problem. The

time to resolve the problem can easily expand from the dashboard by EE. For the best

practice it is advice to increase the time of a particular problem within the first 24 hr.

SMS template :-

A Complaint Life of WATER & SEWRAGE Problem (Flow Chart)

Consumer Initiate a Call

Call Center agent answer the phone call

How can we help?

Other Problem

Problem with Water & Sewerage

The agent note down the problem into a computer system with brief description and then issue a ticket number assigning to it.

The computer system then send two alert SMS to the concern SAE and AE assigned to the location of the problem.

The SAE will have 2 hours to acknowledge by dialing the magic number in the SMS. The AE will receive the notify SMS containing the assigned SAE name.

The Computer System will generate two resolution SMS, One to SAE Requesting to update AE after solving the problem. The other SMS will be sent to AE with a magic number which he requires to dial once SAE finish the work.

Problem acknowledged in two hours

Yes No

The computer system will generate an alert SMS and Send to AE to acknowledge the problem. AE will get 30 minutes to acknowledge.

Problem acknowledged in one hour.

The computer system will generate another alert SMS and send to SAE to acknowledge the problem. This time SAE will get one hour to acknowledge the problem. This time SAE will get one hour to acknowledge. A notify SMS will go to AE.

Yes

NO

Yes

The time computer system will generate a notify SMS and sent EE.

Problem acknowledged in 30 minutes.

NO