

***CHAPTER 07 - Automated Dhaka WASA Customer Complain Management System***





**7.1 Introduction:**

Dhaka WASA is a service oriented public authority, main goal of Dhaka WASA is to provide safe potable water and safe sewerage system to Dhaka city dwellers. But providing any service to the dwellers of a megacity is a challenge. Sometimes even with best efforts citizens may face difficulties to get water to their desired places or there may be problem with sewerage system or any other problem related to services of Dhaka WASA. That is the reason Dhaka WASA had maintained several complain centers at various offices to serve various areas of the city.

**7.2 Old Complain Management System:**

* Previously there were complain centers at various local Zone offices and at offices like System Operation and Control and at Head office etc.
* All of them had different telephone or mobile numbers, many customer complained that - it was difficult for an average customer to collect those numbers. Many times telephone lines were busy from calls from customers.
* Complain from customers were collected by staff by writing on a paper complain register book- recording date & time, name, address, contact number and the problem. This sometimes caused confusion, because the staff sometimes recorded those information with errors.
* Sometimes those complains did not get forwarded to proper person or were not forwarded with correct information. As there were no personal record available to the field staff for that specific complain, many complains were simply forgotten by field under workload.
* There were no actual record of when, who, why or how that complain got solved or did not get solved. Unsolved problems just got ignored after few days, while staffs were busy with day to day work.
* It was very difficult for higher management to evaluate the complain management system and performance of Dhaka WASA staff at solving those problems.
* Different departments and different offices used to resolve their complains differently, as required by situation or limitations.

**7.3 Old complain resolving steps:**

Consumers initiate a call

DWASA staff answers the phone call

Staff note down problem with relevant information on complain register book

Not related to WASA

In case of other problems

Advise &/or Terminate the call

Field staff or SAW/AE or EE checks complain register for unsolved problems

Action may be taken by appropriate person assigned to that task.

**7.4 Dhaka WASA Automated Complain Management Center:**

**DWASA Complain Center Contacts:**

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

Website: dwasa.complaincenter.com:16162

Along with old complain management system, Dhaka WASA taken an initiative to setup a automated 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) 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 to the trained customer care representative, the automated computer system can locate the problem area as the help line center database linked with Dhaka WASA billing system or other GIS and MIS information system database. The computer system selects the responsible engineer for that particular location from the job card for of every zone or local office, 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 registers 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 I have described how the complain center works related to Water & Sewerage problem only.

**7.5 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 generates 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 (Sub-Assistant Engineer) 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 / SDE (Assistant Engineer/Sub-Divisional Engineer) 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/SDE (Assistant Engineer/Sub-Divisional Engineer) know about the problem and whom is assigned to take care of the problem. The AE/SDE don't have to dial at this stage.

SMS Templates:

|  |  |
| --- | --- |
| **SMS to SAE** | **SMS to AE** |
| **Acknowledgment Alert SMS Template:** | **Acknowledgement Notify SMS Template:** |
| Plz ack tkt[\_\_tktnum\_\_] from  [\_\_callername\_\_]. C: [\_\_callernum\_\_]  Add: [\_\_calleraddress\_\_]  Summ: [\_\_ticketsummary\_\_]  Dial: [\_\_magic number\_\_] | Plz ack tkt[\_\_tktnum\_\_] from  [\_\_callername\_\_]. C: [\_\_callernum\_\_]  Add: [\_\_calleraddress\_\_]  Summ: [\_\_ticketsummary\_\_]  Assig: [\_\_magic number\_\_] |

**7.8 Resolution of the Problem:**

Once the computer system, receive the acknowledgment from the SAE, the system immediately sent SAE and AE/SDE resolution text SMS respectively. The SMS that sent to SAE will contain thanks for Acknowledging and request him to consult AE / SDE for update. Once the assigned work is completed SAE will inform the AE / SDE about final update of the problem just the same way as job is used to be done. This time SAE will not have to inform the computer system.

On the other hand, the resolution SMS received by AE / SDE 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 / SDE 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 (Executive Engineer / Divisional Head). For the best practice it is advice to increase the time of a particular problem within the first 24 hr.

SMS template:-

|  |  |
| --- | --- |
| **SAE** | **AE / SDE** |
| **Res Alert SMS Template:** | **Res Notify SMS Template:** |
| Thnx for ack tkt[\_\_tktnum\_\_] for  [\_\_callername\_\_]  Summ: [\_\_ticketsummary\_\_]  Stg: [\_\_tktseq\_\_]  Nxt SMS: aftr 24hrs  Consult AE / SDE for update | Tkt[\_\_tktnum\_\_] was acknlgd for  [\_\_callername\_\_]  by [\_\_assignee\_\_]  Stg: [\_\_tktseq\_\_]  Nxt SMS: aftr 24hrs  Dial [\_\_magic number\_\_]  \_\_] if completted |

**Closing Stage:**

Once the work is completed the AE will inform the EE. The EE then closes the ticket from the dashboard. Divisional performance summary report can be viewed by top management of DWASA. Local or various field divisional staffs and officers may have to answer to top management for not solving problems. Main difference between old system and new system is that, in new system digital record of most information related to customer complain is saved and can be used later.

**7.9 A Complain Lifecycle of WATER & SEWRAGE Problem (Flow Chart)**

Consumer Initiate a Call

Call Center agent answer the phone call

How can we help?

Other Problem. Advice the customer for proper action &/or terminate the call

Advise

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/SDE 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/SDE will receive the notify SMS containing the assigned SAE name.

A Complain Lifecycle of WATER & SEWRAGE Problem (Flow Chart continued from previous page):

The Computer System will generate two resolution SMS, One to SAE Requesting to update AE/SDE after solving the problem. The other SMS will be sent to AE/SDE 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/SDE to acknowledge the problem. AE/SDE 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. A notify SMS will go to AE/SDE.

Yes

NO

Yes

Problem acknowledged in 30 minutes.

NO

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