



Roads And Transport Authority, Government of Dubai

Dubai is one of the worlds fastest growing cities world class infrastructure. Enhancing the public transport facilities across the Emirates is a key agenda of the Dubai Govt.

Roads & Transport Authority is responsible for planning & providing the requirements of transports, Roads & Traffic in the Emirate of Dubai and between Dubai and other Emirates of the U.A.E neighboring countries in order to provide an effective and an integrated transport system capable of achieving Dubai's vision and serving the vital interest of the Emirates.

The Challenge

RTA was looking for a partner with global experience in tune with its value for strategic partnership. The partner would have to deliver a completely customized solution for its main customer service center. The solution required Multiple token dispensing Machines each machine catering to a specific set of customers.

The premier branch of RTA attracts more than 1500 customers on an average day. The RTA provides more than 120 services to its customers through 35 counters and 4 Opti-Q systems placed across the branch. The challenge was to display all the 120 services in bilingual format (English & Arabic) and synchronized working of the 14 LCD panels with digital signage & the LED's at each counter

Intellvisions Opti-Q solution was selected, amongst a global tender primarily because of the completeness of the solution and Intellvisions ability to re-engineer the solution to better suit RTA's requirements.

ISL along with their partners Adapt (Adapt Middle East), set up one of the most complex queue management systems. It comprises of 3 individual Opti-Q machines connected to a server, 40 counters and 9 LCD panels handling close to 1500 customers a day at Dubai RTA.



The Solution

ISL along with their partner Adapt Middle East set up a complete Ecosystem. The main customer service center in record time, comprising of 3 Opti-Q Ticket Dispensing Machines working simultaneously through a single server built with 100% redundancy for any fail over considering that approximately 1500 customer are served at the service center daily.

The tightly integrated digital signage platform Experia runs prescheduled advertisements on the LCD screens reducing the perceived waiting time of the customer. Opti-Q's 'shortest time to service' algorithm ensures customers are serviced with minimal waiting time. Handicapped and differently abled customers get a higher priority in the queue. The advanced analytics of Opti-Q enables the administrator to better allocate existing resources and optimize operations in real time.

Benefits

Implementation of Opti-Q and other such systems reflects RTA's commitment to excel in Public service. Customer apprehensions are set to rest the moment they enter the branch. Opti-Q seamlessly transports customers the moment they enter the branch, guiding them to the right service counter while ensuring shortest, possible wait times.

Internally the supervisor has access to real time data which identifies service trends and takes instantaneous decisions to enable work force optimization.

Dashboard feature of Opti-Q reveals patterns and trends that helps in fine tuning service bottlenecks.



About Intellvisions and Opti-Q

Intellvisions is a leading provider of self-service technologies.

Since 1994, Intellvisions has been committed to developing innovative solutions that help global organizations achieve their most important objectives... generating more revenues while increasing operational efficiency and reducing transaction costs. We serve the most demanding customers known for setting the highest benchmarks in customer service.

Our products stand out for their innovative engineering, long-term value and our proven ability to solve business problems of our customers using imagination and insight. They are built on the foundation of our long-established industry knowledge in image processing, control electronics and system engineering capabilities. They reflect the creativity of our diverse team of product designers and software specialists.

Organizations in over 11 countries rely on Intellvisions to drive up their operational efficiency enhance the security of transactions while reducing transaction costs taking their business to a new level of competitive advantage.

Opti-Q is a complete branch analytics system that not only manages customer queues in real-time but also provides the management real-time access to performance metrics like customer wait time, average service time and employee efficiency. It provides banks and retail institutions a complete branch transformation tool to prioritize services for their VIP customers while providing them a convenient method to cross sell and up sell their products to waiting customers.

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Our Partner in Middle East

