



Press Release

PITB's Citizen Contact Center answers 2.3 million calls in 30 months

Lahore, April 18, 2018

The Punjab Information Technology Board (PITB)'s project, "Citizen Contact Center" (CCC) launched in November, 2015 has answered 2,393,832 (2.3 Million) calls till date in response to inbound calls from the respective citizen for information, complaint and feedback, which is operational 24/7 in three shifts while a total 6,15,664 (600K) outbound calls made for citizen feedbacks. Total Robo calls made are 6,568,145 (6.5 Million). This was informed in a progress review meeting chaired by Dr. Umar Saif Chairman PITB here today.

Thirty (30) campaigns are being served by the CCC pertaining to the federal and provincial departments, which include Punjab Health Line, Online College Admission, E stamping Helpline, Chief Minister E-Rozgar Training Program, Pakistan Hajj Helpline, Overseas Pakistani Commission, Excise & Taxation Punjab, Helpdesk - Smart Monitoring, BISE Helpline, Citizen Facilitation Center, Awaz-e-Khalq, Labbaik Bhakkar helpline, PDMA Disaster Helpline, Zimmedar Shehri Helpline for CDGL, Smart Monitoring Feedback Calls, Punjab Agriculture Helpline, Livestock Department helpline, Citizen Feedback Monitoring Program, Chinese SOS Helpline, Biometric Attendance System, Lahore High Court, E - Learn Tablets Parent Feedback, Population Welfare Department, Prime Minister Youth Program Helpline, Punjab Khidmat Card Helpline, Punjab Metro Bus Helpline, Punjab School Hotline, Unique Identification of Student in Public School, WASA Helpline and Business Registration Unit Helpline.

CCC has the seating capacity up to 75 agents per shift. CCC current head count is 78 and its infrastructure can support up to 200 Agents. Average Calls Success Ratio/Service level (SL) is 88% for a year. CCC is a centralized call center platform for multiple government departments (autonomous/semi-government bodies/departments/units) to interact with citizen under the umbrella of PPMRP. CCC have the inbuilt Network Monitoring System (NMS), Real Time Adherence (RTA) for agents, live wall board, silent call monitoring tool, call barging option, Net Promoter Score (NPS) and historical & live reporting portal. CCC operations include inbound and outbound function which has the provision of services like Information/Inquires, Complaints Registration, Survey calls and Robo Calls.

The operations of CCC are of continuous nature, the scope of the project does not limit to provide helpline services to Punjab Government but also supports federal departments. The CCC is enriched with value added services like Complaint Management Systems, Tracking systems and Survey lines for the different departments. It also includes provision of application / portal for sending out the customized SMS messages, support Robot Calls to the respective citizens for the communication of different information, follow up and closing of inquiries/complaints.

Major strengths of CCC systems include easy customization of applications, integration with Android, IOS, Operating system with CRM, Chat and email modules are the additional feature of CRM, SMS integration, Bug Tracking system, Knowledge Base system, allow easy creation of Teams, group Roles and Security levels

The meeting was informed regarding the future advancements of CCC, which will include Customer Service Index (CSI) with the help of Citizen feedback at the end each call, SMART IVR: (an IVR automation). It would be helpful in serving of the respective citizens more speedily without any wait. Channel of customer facilitation could be enhanced. Mobile App of CCC to connect with the helplines without the internet using android and IOS smart phones. Self-service portal for citizen to follow up on complaints, Social Media Facebook & Twitter integration with citizen call center, Chat integration citizen to chat with live agent, on queries, complaint and suggestions Complaint escalation hierarchy if the complaint is not resolve at the 1st level than it would be auto escalated to next level till it's resolved.