

A nighttime cityscape featuring several tall skyscrapers and construction cranes. The scene is illuminated by city lights, with a prominent building in the center displaying the 'TAJ' logo. The overall atmosphere is dark blue and modern.

IMPROVING CONTACT CENTRE  
EFFICIENCY WHILE  
ENHANCING CITIZEN  
ENGAGEMENT

# DUBAI LAND DEPARTMENT IMPLEMENTS ALTITUDE XPERIENCE SOLUTION TO BOOST CITIZEN ENGAGEMENT



DUBAI LAND DEPARTMENT (DLD) provides outstanding services to all its customers whilst developing the necessary legislation to propel the real estate sector in Dubai, organizing and promoting real estate investment, and spreading industry knowledge.



## EJARI SUPPORT LINE

The system is aimed at creating transparency on the clauses and provisions of a private rental agreement signed by landlords and tenants and making such documents enforceable by law, making Dubai real estate sector to be one of the best regulated rental market in the world.



### DLD achieved/accomplished the following goals:

**1**

Improved service to Dubai Residents with reduced waiting times and increased FCR (First Call Resolution).

**2**

Advanced blending of outbound & inbound operations and campaigns

**3**

Standardize, manage & control the contact centre operations



"This customer-centric approach utilises technology in order to boost satisfaction and happiness of our customers. As well as providing enhanced DLD services, these improvements also tie in with the Government's 'Smart Dubai' agenda - which aims to optimise technology in order to achieve high levels of happiness for all of the Emirate's residents and visitors."

His Excellency Sultan Buti Bin Mejren - Director General, DLD



## WHERE WE STARTED

With the Altitude Voice Portal solution in place, Dubai residents, landlords or property management companies can check the status of an Ejari account or application at any time. The contact centre handles all Ejari enquiries related to lease agreement registration, renewals, cancellations, transfers and terminations.

DLD can intelligently route interactions, automate outbound dialing, as well as utilize real-time performance dashboards. The flexibility of the new system specifically enables the advanced blending of outbound and inbound operations and campaigns, with a strong offering of built-in desktops for customer care and proactive service operations.

## WHAT WE ACHIEVED



- Reduced time and cost of generating manual reports regarding the overall activity of DLD's customer service operations.



- Boost in the usage of voice self-service channel by 65%.



- Increase in voice interactions answered in 15 seconds or less by 65%.



- Decrease in abandoned calls by 42%.

“DLD continually strives to exceed citizens and residents satisfaction by providing a great number of services, that go beyond just providing registration and titling, but rather to provide a fully integrated experience for customer”

His Excellency Sultan Buti Bin Mejren - Director General, DLD

## CONTACTS

Dubai Land Department  
[www.dubailand.gov.ae](http://www.dubailand.gov.ae)

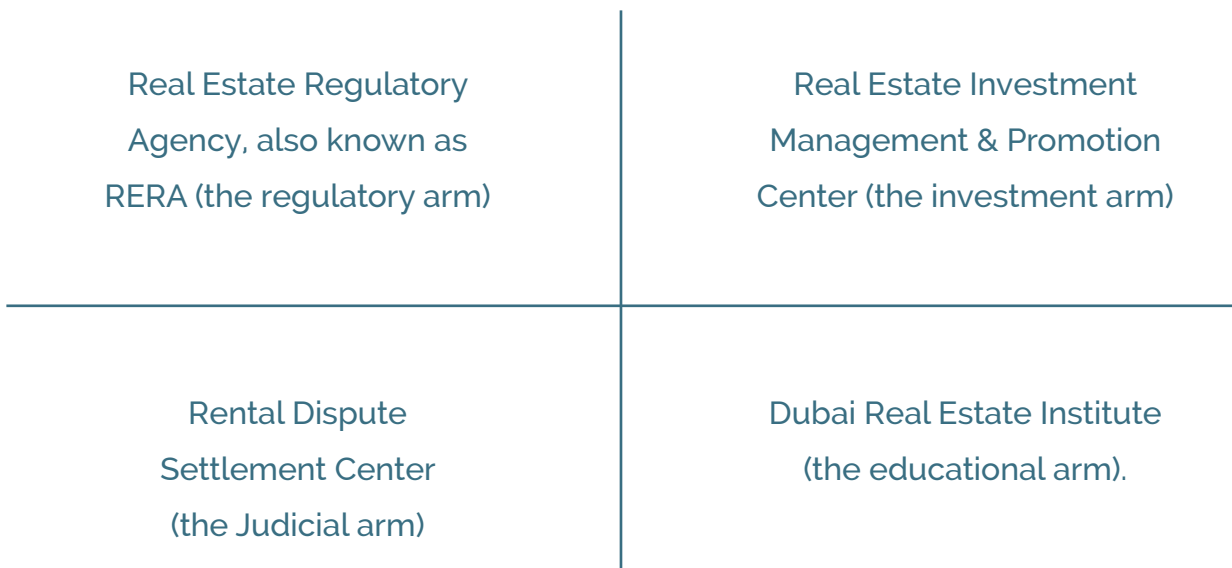
Emirates Real Estate  
Solutions (ERES)  
[www.eres.ae](http://www.eres.ae)

Altitude Software MENA  
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## BOLSTERING COMMITMENT TO CUSTOMER SERVICE EXCELLENCE WITH WORLD-CLASS, DUBAI-BASED CONTACT CENTRE

A tie-up with Al Rostamani Communications LLC (ARC), the leading UAE-based information technology and telecommunications company, has resulted in the successful implementation of the Altitude Xperience Engagement customer interaction management solution at DLD's head office in Dubai.

DLD objective was to power key DLD departments that include:



"Our work with the Dubai Land Department is a clear demonstration of how ARC can provide robust customer interaction management solutions to public service organisations. 'Altitude's highly flexible and reliable contact centre technology address the GCC market's evolving needs and are a key reason for our strong relationship in the region."

Youssef Fawaz GM - Al Rostamani Communications

