Mobile vehicles for Government services

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1. General Requirements:

The supplier (service Operator & Provider) has two main responsibilities:

I. To define and set up detailed specifications and guidance, ensuring that all parties are executing and operating in accordance with the defined guidelines and governing the full service from the operation and implementation point of view.

II. To receive customer requests into the defined systems, which should be approved by Modee, and provide the required services to the end-user through its trained customer service agents.

All companies are encouraged to participate, only companies meet mentioned requirements within this document will be allowed to deliver the services and after MoDEE verification and approval.

Supplier responsibilities includes:

I. Defining service guidance and manuals in collaboration with Modee

II. Designing, developing, running, and operating backend systems and mobile applications to support the service and integrating with SANAD mobile app

III. Monitoring the agreed operation KPIs through systems, reporting, and acting on any violations, and providing Modee with related reports upon request

IV. Developing a performance dashboard and satisfaction tool

V. Creating market awareness about the services through approved promotional campaigns by Modee

VI. Providing the required vehicles as per the defined identities

VII. Recruiting and hiring customer service agents who will drive the vehicles and provide services to end-users according to pre-defined criteria and selection checklist.

Proposal Requirements:

- Proposed model to fulfill all mentioned framework requirements and deliverables

- Proposed pricing model for the service providing and proposed government share

1.1. SOD (Service On Demands) Framwork

The following section describe the main deliverables for which the supplier should be responsible

1.1.1. Framework Guidelines (Service Manuals)

1.1.1.1. Visual Identity

The visual identity consists of a set of guidelines and specifications that define everything related to the brand identity including:

I.   Branding the Service On Demand
II. Branding the vehicles (inside and outside) that should be related to Government service Centre branding.
III. Mobile application looks and feels.
IV. Marketing materials.
V.   Agent Branding (Uniform)

1.1.1.2. Technical Identity

Technical identity consists of a set of guidelines and technical specifications that define all aspects related to the service's components, including:

I.   Vehicle specification: E.g. Vehicle model, engine capacity
II. Vehicle Modification specification: Fit-out, electronics and electrical devices specifications.
III. Hardware specification on the vehicle level (E.g. Computers, printers, scanners, Cameras, GPSs) as per the services provided needs.
IV. Software specification on the vehicle level (E.g. Agent application, Cashier system).
V.   Software specification on the service level (E.g. Call Center system, customer Mobile application).

1.1.1.3. Operation Identity

The operation identity consists of a set of processes and procedures required to run the operation of the service including:

I.   Customer Experience processes and procedures.
II. Human Resources Management processes and procedures.
III. Crisis management processes and procedures.
IV. Change management processes and procedures.

V.   Training management processes and procedures.

VI.   Financial management processes and procedures.

VII.   KPI management processes and procedures.

VIII.   Vehicle service management processes and procedures

IX.   Infrastructure, hosting, security, connectivity and networking Procedure

1.1.2. Systems and Applications

Supplier should work on Solution architecture that follows a service-oriented architecture pattern, by creating a central middleware to facilitate the communication between the customer mobile application, agent mobile application, backend system, vehicles, call center, and marketing outcome.

The solution middleware should also be responsible for tracking all feedback, ratings, and performance of end users and customer service agents, and generating reports as needed by the business.

1.1.2.1. Customer mobile application

Supplier can customize a fully operational Customer mobile application with the following features and do the required actions to integrate with SANAD mobile app

I.   Informational service catalogue should be provided on the application. The catalogue should be delivered by MODEE.

II.   End user shall be able either to request the service ASAP or schedule a time of delivery.

III.   End user shall be able to choose the location to where the service should be delivered.

IV.   End user shall be able reschedule the request to another time.

V.   End user shall be able to cancel an active request.

VI.   End user shall be able to view available vehicles on the map

VII.   End user shall be able know vehicles status, go to them as a walk-in customer or book an appointment on vehicles sites.

VIII.   End user shall be able to rate the service delivered to him from different perspective including but not limited to, delivery time, application process, employee attitude and hospitality …etc.

IX.   End user should be updated about the status of his request over push notification or email.

X.   End user should have access to the agent information who should serve him such as his name, mobile phone and photo; along with his rating

XI.   End user should be able to communicate with the agent via a mobile call.

XII.   End user should have a tracking feature of the agent's location once he starts riding towards service delivery location.

XIII.   End user should be able to get notification when the agent changes his status to start riding, arrived to the location, start serving him, and complete the service or cancelation

XIV.   The mobile application should facilitate the contact of the call center through the mobile call

XV.   The mobile application should be integrated with CRM to handle end user suggestions, complains and ratings.

XVI.   The mobile application should provide a detailed information about all requests that belong to the current end user (current and history).

XVII.   The mobile application should be integrated with the loyalty program of the Service On Demand and gives the end user an insight about his current loyalty level and available features and discount to him.

1.1.2.2.   Agent Mobile Application

Supplier should develop a fully operational Agent Mobile Application to be used by Service On Demand agent and driver to accept and handle incoming requests. The vehicle should have one agent or multiple agents. The application shall have the following features:

I.   The application shall update the location of the vehicle periodically to the backend system.

II.   Agent shall be able to login/logout into the agent mobile application and to check in/check out according to serving time.

III.   The application shall notify the agent about any incoming request.

IV.   The application shall show request to the agent and then he can take the appropriate action.

V.   The application shall show customer and request's information such as customer name, mobile, and location.

VI.   Agent shall change the status from idle, to start riding, to arrive, to serving and finally to complete serving.

VII.   Agents can view his requests history

VIII.   The application shall provide a dashboard to the agent about number of requests he has served, and list the rating he achieved.

IX.   The agent can delegate the request to another agent.

X.   The application shall allow the agent to accept walk-in customer and change his status to serving.

XI.   Agent shall make their suggestions or comments

1.1.2.3.   SOD Enterprise System

Suppliers should develop a comprehensive SOD Enterprise system to primarily oversee the routing of service requests, providing full tracking and reporting features to the back office concerning the location and status of each vehicle, as well as the following features: a system that provides accurate details of the workflow, monitors key performance indicators, and ensures the attainment of the main business objectives, in addition to measuring customer satisfaction and utilizing a product to provide full monitoring and reporting over the full operation of the project, including fleet management, financial, customer satisfaction, employee and operation KPIs statistics and reporting.

1. **Management system**
    I. Agents profile management
    II. Company (Service provider) profile management
    III. Vehicle profile management
    IV. Permissions management
    V. Advanced Smart routing algorithms between service requests to appropriate agents according to the fastest delivery time, service region, loyalty level, company rating
    VI. Vehicle Geographical management: including assigning geographical areas, and allocating vehicle to geographical areas
    VII. Service Geographical management: including assigning geographical areas, and allocating services to geographical areas
    VIII. Reporting and statistics
2. **Monitoring system**
    i. Dashboard: Requests status, vehicles status and severity, serving duration , agents performance, agent ranking
    ii. Vehicle Tracking:
        1. Real life: show the vehicles, its status and information, and track them.
        2. History: show vehicle paths, stops, and its information
    iii. Messaging center: including sending SMS/email/notification to customers/agents for satisfaction purposes
3. **Call Center supported System**
    i. Requests management Module: add, edit and delete customer requests
    ii. CRM:
        1. Customers' information

2. Customers' feedbacks.

3. Customers' ratings.

4. Customers' complain and suggestions.

    iii. Loyalty program

1.1.3. Framework Fleet (Vehicles Design and readiness)

The supplier should purchase and prepare the vehicles to provide the service to the end-user. The vehicles should be customized according to the service manuals and should possess the necessary equipment to run the service, such as computers, printers, scanners, TABs, etc.

1.1.3.1. Vehicle Concept Design

Types of vehicles that can be provided:

1. **Option 1:** This vehicle should have one agent who provide the service to the customers. Customers can request the service via the mobile application (ASAP & schedule) or as a walk-in customer.

   The vehicle should have the items needed to provide the service:

   o The needed furniture: Desk, chair, … etc

   o The needed IT equipment: Computer, printer, scanner, …etc

   o The needed electric and electronics equipment: GPS, CCTV, internet connection, electric source, …etc

   o The needed connections and infrastructure

2. **Option 2 :** This vehicle should have multi-agents who should service multi-customers at the same time. This vehicle should be located in a specific location for a day or more in order to provide the service in the area. Customers can request the service via the mobile application by booking an appointment and go to the vehicle location or the customer can just go as a walk-in customer. This vehicle should be selected based on the market study and needs.

   The vehicle should have the items needed to provide the service:

   a. The needed furniture: Desk, chair, … etc

   b. The needed IT equipment: Computer, printer, scanner, …etc

c. The needed electric and electronics equipment: GPS, CCTV, internet connection, electric source, …etc

1.1.4. Framework Sub Service Providers (Guiding and Managing other Service Providers)

Supplier should develop guidelines, procedure and process for service providers who would like to work with Supplier in order to provide the services in their vehicles and by their employees. Supplier should provide the following in order to ensure the readiness of the service provider and providing a high service quality:

   I.   Providing all guides for the vehicles preparation (branding, fiting-out, electrical and electronic specifications, and IT specifications)
   II. Setup SOD systems and applications
   III. Training agents and operators on SOD systems and applications
   IV. Monitoring and inspection vehicle preparation
   V.   Guiding and monitoring while they provide the service

1.2. Human Resources

Supplier should provide all necessary labor force to operate the business and provides sufficient training to on customer service and provide a suggested organizational chart.

Supplier should should provide the service in the vehicles by well-trained customer service agents.

1.2.1. Marketing Plan

Supplier should prepare and provide periodical marketing plan for Service On Demand service. strategies should be used in order to have a successful marketing plan. The following are the main strategies:

I. Creating photo and video sessions for SOD vehicles and facilities.
II. Creating promotion videos to use them on all social media channels
III. Promotional strategies: it should prove highly successful for Service On Demand service, we plan to implement these strategies using: Surveys, Brochures and Magazines
IV. Internet Strategy: we know that Internet marketing is now vital to the success of any business. We should implement the strategy using:
   a. Google Ads Management
      i. Google Display campaigns
      ii. Google Web search campaigns
   b. Social Media Optimization –SMO:
      i. Instagram, Facebook, Twitter, LinkedIn
   c. YouTube Campaign
V. Mobile strategy: by performing SMS marketing campaign for the targeted audience.
VI. Printed Ads: print Ad flyers and distribute them in the targeted business areas in Jordan

Supplier should take into consideration that the copywriting, planning and executing the marketing plan should be in accordance with MODEE requirements

1.2.2. Call Center

Supplier should setup a top-quality call center to be responsible to support the operation of SOD service. It should have the following characteristics and features:

- A well-trained agents of customer support specialists who are able to consistently provide excellent services in a timely and cost-effective manner.
- Providing the service in Multilanguage (Arabic and English)
- Provide Reports and dashboards.
- Outbound calls for following up with customers

Call center agents should be supported by a CRM and operational system that enables them to serve customers more efficiently. The agents should provide the following services to callers:

- Booking, rescheduling, and canceling service requests.
- Follow-up customer complaint, feedback, and rating
- Informing them about SOD service.