



Optimiza Performs a Reformation of Vocational Licensing Services for Greater Amman Municipality (GAM)

GAM is the liable organization for providing municipal services in Amman, to focus on urban development and humanization aspects.

Recognizing the need to enhance the service delivery of particular services, GAM had decided to undergo a reform project to restructure its vocational licensing services; aiming at:

- Streamlining the business processes—by accelerating flow of information, improving cash-flow, eliminating process bottlenecks, and increasing employee productivity
- Achieving cost reductions—by cutting labor costs, and reducing human errors
- Improving the quality of communications and standardizing the “look-and-feel” of generated documents

To reform the vocational licensing services, Optimiza had done the following:

- Identified and studied the related as-is processes, and diagnosed the deployed systems, databases, business forms, and managerial reports, and the followed policies
- Radically redesigned the associated business processes to achieve dramatic enhancements, documented the to-be processes and sub-processes, and redesigned the associated policies, business forms, and managerial reports
- Designed a set of Key Performance Indicators (KPI) to measure the effectiveness of the recommended to-be processes, while being under implementation
- Redesigned the organization structure, roles, and responsibilities associated with issuing new vocational licenses