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## Washington Metropolitan Transit Authority (WMATA) Improves Customer Service Capabilities through Cloud Services

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### News Summary

The Washington Metropolitan Area Transit Authority (WMATA), as part of its strategic planning initiative to improve the transit rider experience, has engaged [AST Corporation](#) to replace its legacy Customer Relationship Management (CRM) application with a new, state-of-the-art Cloud customer service solution. The new solution, powered by [Oracle Service Cloud](#) and [Oracle Social Cloud](#), will provide fast, accurate customer service across web, e-mail, chat, and social media channels.

### News Facts

- The [Washington Metropolitan Area Transit Authority \(WMATA\)](#), which serves a population of approximately 4 million people in the national capital area, has selected AST Corporation to modernize its customer service technology.
- The new solution, powered by Oracle Service and Social Cloud Services, will support customer interactions across web, e-mail, chat, and social media channels.
- The new solution features social media integration capabilities, as well as a customer-facing portal, including self-service features, like dynamic search and incident management, to promote self-service and streamline agent interactions.
- The new solution will also provide WMATA with in-depth customer service management reporting metrics so that WMATA can further improve its constituent customer service.
- At project completion, WMATA will be able to retire its legacy on-premise CRM application.
- The new solution, powered by [Oracle Service Cloud](#) and [Oracle Social Cloud](#), has received top honors from independent observers, including Gartner, Jupiter, Research, and Nucleus, as well as numerous other leading publications.

### Supporting Quotes

“In recent years, the proliferation of communication technology has dramatically changed customer expectations. Customers expect the ability to interact (e.g., communicate, express preference, comment when service expectations are not met) without the need to make a phone call. We are very pleased that WMATA has chosen AST Corporation to deliver these next generation improvements in transit customer service,” said Amit Ganguly, Vice President, AST Corporation.

## About AST Corporation

Established in 1995, [AST Corporation](#) is a Platinum-level member of Oracle PartnerNetwork (OPN), Specialized Oracle Applications and Technologies systems integrator, an Oracle University training and delivery partner, and a certified Oracle Cloud Services implementation provider.

## About Oracle Corporation

Oracle offers a comprehensive and fully integrated stack of cloud applications and platform services. For more information about Oracle (NYSE:ORCL), visit [oracle.com](https://www.oracle.com).