



UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

REPORT ON KEY FINDINGS AND RECOMMENDATIONS OF DIGITAL ENGAGEMENT

ZERO OPERATIONS DEALERS AND PARTNERS FORUM BUREAUCRACY OF LAND TRANSPORT SERVICES 2025

[2025]

Version No.1

1. Introduction

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| Participation title | Customer Councils within the Government Bureaucracy Zeroing Program – Second Batch 2025 – Land Transport Services |
| Participation type | Customer Meeting – Field (company) Visit to Thrifty and Dollar Transport Companies in Abu Dhabi by MOEI Team |
| Brief description | <p>Measuring the impact of the Bureaucracy Zeroing Initiative through a visit by a delegation from the Ministry, headed by H.E. Eng. Sharif Al Olama, Undersecretary for Energy and Petroleum Affairs, to the headquarters of Thrifty and Dollar Transport Companies in the Emirate of Abu Dhabi.</p> <p>The meeting, held on 17 July 2025, aimed to discuss the development of land transport services in line with business needs and to assess the impact of implementing the Bureaucracy Zeroing for the targeted services under the Land Transport Services Bureaucracy Zeroing Initiative 2025.</p> <p>The evaluation focused on the service experience and the improvements achieved in terms of efficiency, procedural facilitation, and reducing the burdens on customers. During the session, participants' feedback and suggestions were collected to further develop the system and ensure a better customer experience</p> |
| Participation objective | The objective of the meeting was to measure the impact of improvements on the targeted services within the scope of the Bureaucracy Zeroing Program for Land Transport Services 2025, and to discuss service development and customer needs, contributing to increased customer satisfaction. This company was specifically targeted for the visit due to its fleet exceeding 8,000 vehicles." |
| Target audience | Land Transport Customers – Business Sector Category" |
| Responsible entity | Ministry of Energy and Infrastructure |
| Start date | 2025-07-17 |
| End date | 2025-07-17 |
| Participation duration | One Day |
| Languages used | [Arabic/English] |
| Marketing channels | [Ministry's Social Media channels/ Website] |

2. Participations Overview

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|-------------------------------|-----------------|
| Number of participants | 35 participants |
| Number of comments | 6 |

3. View Results

As part of the Ministry of Energy and Infrastructure's efforts to improve the efficiency of land transport services and enhance customer satisfaction, a field visit was conducted to Thrifty Transport and Dollar Transport Companies, led by H.E. Eng. Sharif Al-Alam, Undersecretary for Energy and Petroleum Affairs, along with teams from the relevant departments.

The visit aimed to assess the quality of services provided to customers on-site, monitor the customer journey with digital services, and ensure active customer involvement in the design, development, and improvement of government services related to land transport.

The visit covered several key areas, organized to ensure comprehensive coverage of required improvements. Direct meetings were held with the executive managers of both companies to discuss the evolution of the customer experience and future collaboration mechanisms for service development. A field survey consisting of ten questions was conducted, targeting the companies' customers to measure their satisfaction with the services provided by the ministry and to identify potential challenges during the service application process.

Survey results showed that 90% of users were very satisfied with the services, and 10% were satisfied, with no cases of dissatisfaction recorded. The ministry's online platform was found to be the most used channel for service requests, and land transport representatives accounted for 70% of all applicants. Additionally, 90% of users confirmed that they faced no obstacles during the application process.

The visit program also included hands-on service testing (Onsite Testing) with the presence of leadership, the technical team, and the strategy team. The latest service improvements were tested and received high praise from the companies' representatives, who noted significant progress in speed and quality of performance.

Feedback and suggestions from both companies were documented and integrated into future development plans. A notable practical improvement resulting from this process was converting the cancellation/deletion service of a national transport vehicle permit into an automated instant service completed within seconds. These improvements were tested in collaboration with the relevant technical departments to ensure efficiency and sustainability after launch.

As part of continuous monitoring to measure the impact of improvements, an average customer satisfaction rate of 95% was achieved during the first three quarters of 2025. These results were a direct outcome of the phased improvements implemented, which also led to a significant reduction in the effort required from customers to complete services, as follows:

- 62% reduction in effort for modifying data of a national transport vehicle permit.
- 71% reduction in effort for transferring ownership of a national transport vehicle permit.

- 89% reduction in effort for canceling/deleting a national transport vehicle permit.
- 72% reduction in effort for renewing the operational license of national establishments – branch level.

The ministry is currently continuing to adopt customer suggestions within phased development plans, set according to clear priorities, with a focus on sustaining and expanding improvements to include all land transport services in the country, thereby enhancing system competitiveness and achieving the highest levels of customer satisfaction and happiness.

4. Decisions taken

1-Enhancing Awareness and Communication Campaigns with Customers:

The relevant teams recommended intensifying awareness campaigns regarding laws, regulatory decisions, and land transport activities, in addition to raising awareness about new service improvements. This ensures active customer engagement in the development and decision-making process. This approach is based on repeated field observations reported by several customers, including representatives from Thrifty Transport and Dollar Transport, who expressed the need for more communication and clarification regarding service mechanisms and related updates.

2- Developing Accessible Digital Solutions for Senior Citizens and People of Determination:

It was agreed to study the possibility of leveraging the Ministry's technical team expertise to implement emerging digital technologies that facilitate the use of electronic services for senior citizens and people of determination. This includes providing features such as screen readers, adjustable font sizes, and sign language support within the Ministry's digital platforms.

3- Prioritizing Emerging Technologies in Service Development:

It was decided to continue studying the application of emerging technologies in developing land transport services and to make them a top priority within phased improvement plans. This approach aims to enhance service quality and ensure inclusive access for all customer groups in a more efficient and sustainable manner.

5. Resources

➤ Marketing video link for the Land Transport Customers Forum on Instagram:
[https://www.instagram.com/reel/DMZrd-DI6GC/?igsh=Njgxcmp1em9rbjk4"](https://www.instagram.com/reel/DMZrd-DI6GC/?igsh=Njgxcmp1em9rbjk4)

❖ Highlights from the Discussion on Service Improvements and Customer Feedback



❖ Highlights from the Service Experience Involving the Undersecretary, Technical Team, Service Owner, and Strategy & Future Team



❖ Highlights from Honoring Customers at Their Workplace by H.E. the Undersecretary for Energy and Petroleum Affairs



➤ **Improvements implemented on the official channels for renewing operational licenses for national establishments – branch.**



❖ **Improvements implemented on the official channels for the Transfer of Ownership of National Transport Vehicle Permits service.**

<https://www.instagram.com/reel/DN98C-3Etw1/?igsh=ZGRqZHBtNm8wNmNu>

❖ **Improvements implemented on the official channels for the Data and Information Amendment service for National Transport Vehicle Permits.**

<https://www.instagram.com/reel/DN98RXCkqqt/?igsh=eG1mdGl0cTBudDBr>

❖ **Improvements implemented on the official channels for canceling/deactivating National Transport Vehicle Permits.**

<https://www.instagram.com/reel/DN-OWB9Epx1/?igsh=MWo0a21yNnE1Z2h2eA==>