



Digital Consultation Results

Public Awareness and Satisfaction of Proactive Services

To enhance the quality of life in the UAE and facilitate the transaction between customers and the Ministry of Energy and Infrastructure (MoEI), we developed proactive services that offer an integrated digital experience for customers. Proactive services are those provided to customers automatically without requesting them, based on customers' information and history of using services.

The Ministry launched a media campaign to raise public awareness of its proactive services and highlight their advantages.

To gauge the success of its campaign, MoEI conducted a digital consultation – an online survey to measure customers' awareness and satisfaction of proactive services. It showed that 90% of participants were aware that the Ministry provides a host of proactive services to the public. However, only 31.25% of them used these services.

The survey also showed that 50% of participants were satisfied with MoEI's proactive services, as they cut down the number of steps for receiving a service and the number of times they need to visit the Ministry offices, which considerably saves their time. For the same reasons, 22% of participants expressed their preference for using proactive services.

Moreover, the consultation found that the most preferred channel for communicating information on proactive services is through social media, which scored 29.55%, followed by email at 25%, and website at 20.45%. Therefore, the Ministry will focus on digital communications channels to educate the public about its proactive services and their updates.