UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

REPORT ON THE MAIN FINDINGS AND RECOMMENDATIONS OF THE DIGITAL PARTICIPATION ON THE VIRTUAL ASSISTANT ON THE MINISTRY'S WEBSITE AND SMART APPLICATION

2026

Version 1

1. Introduction

Participation title	The Virtual Assistant on the Ministry's Website and Smart Application
Participation type	Digital consultation
Brief description	The virtual assistant is an interactive digital tool designed to support users by responding to their inquiries and guiding them through the website or smart application. It enhances the user experience by providing instant assistance, with interaction available either through text or voice.
Participation objectives	- To identify the public's opinion on the importance of having a virtual assistant on the Ministry's website and smart application. - To determine the preferred method of interaction (voice or text).
Target audience	All segments of the community who use the Ministry's website and smart application.
Responsible entity	Ministry of Energy and Infrastructure
Start date	November 4, 2025
End date	December 2, 2025
Participation duration	29 days
Languages used	Arabic/English
Marketing channels	Social media/portal/email/Sharik website

2. Participations Overview

Number of participants	17
Number of comments	6

3. Results

Based on the digital consultation published across social media platforms, the Ministry's website, smart application, email, and the Sharik platform regarding the proposal to introduce a virtual assistant on the Ministry's website and smart application, a total of 17 responses were received from users during the survey period from November 4 to December 2, 2025. The majority of respondents were male, representing 70.59% of the total (as shown in Figure 1).
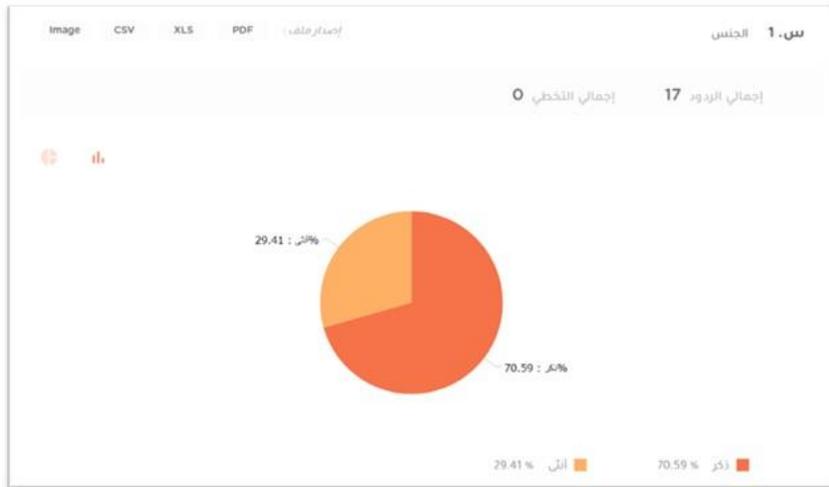

Figure 1: Distribution of Responses by Gender

As for the age group, the majority of respondents were between 45 and 59 years old (as shown in Figure 2).
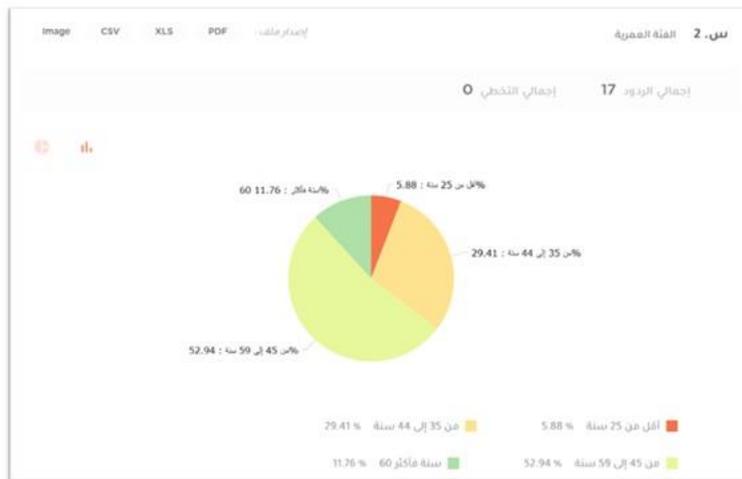

Figure 2: Distribution of Responses by Age Group

The results indicate that the majority of responses were from users with a university-level education, accounting for 64.71% (as shown in Figure 3).
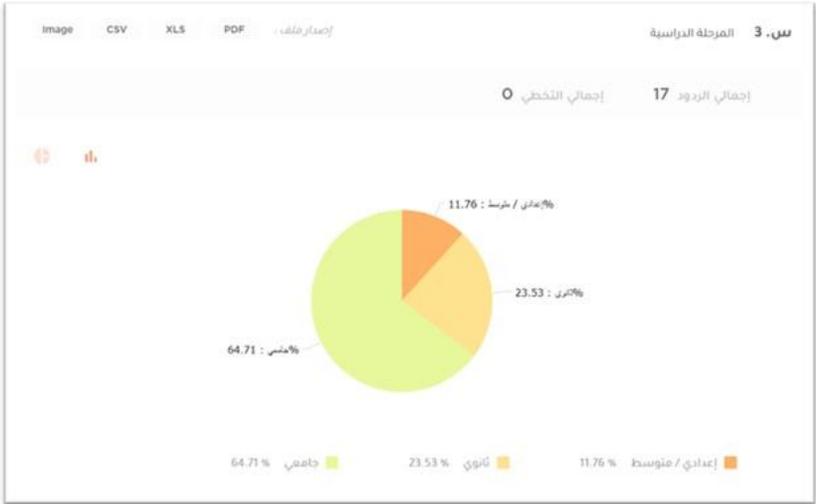

Figure 3: Distribution of Responses by Education Level

Additionally, one participant was a person of determination (as shown in Figures 4 and 5).

Figure 4: Percentage of Responses from People of Determination

Figure 5: Percentage of Types of Disabilities in Participating People of Determination

At the beginning of the survey, users were asked about their interest in having a virtual assistant on the Ministry's website and smart application. The results show that 67.47% prefer having it (as shown in Figure 6).
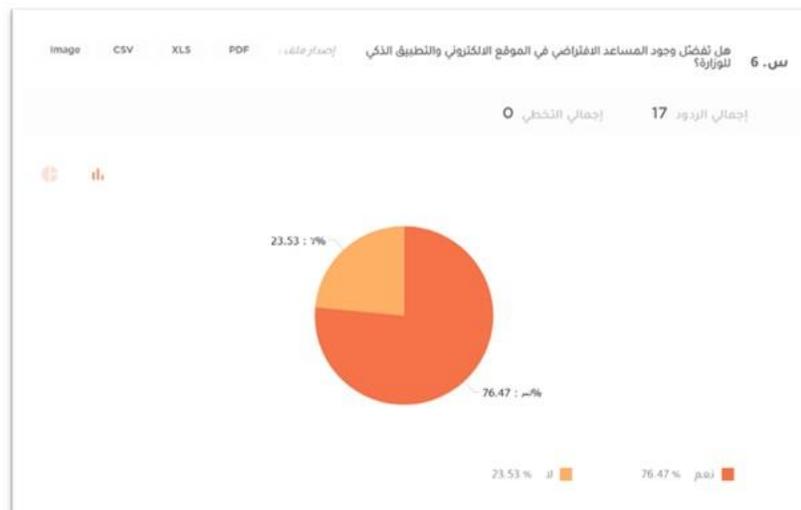

Figure 6: Question 1 – Do you prefer having a virtual assistant on the Ministry's website and smart application?

In the second question, users who answered "Yes" to the first question were asked about their preferred type of virtual assistant. The results indicate that 69.23% of users prefer a virtual assistant that supports both voice and text interaction (as shown in Figure 7).
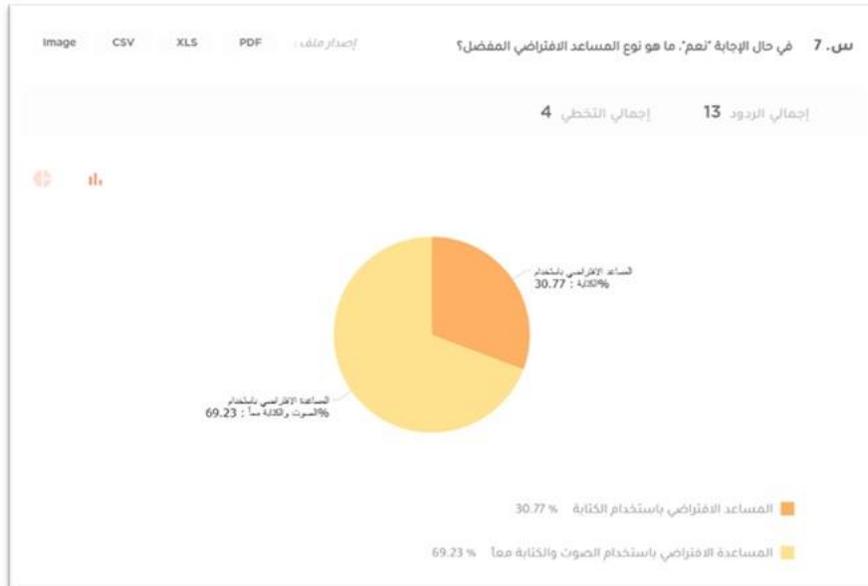

Figure 7: Question 2 – What is your preferred type of virtual assistant?

In the third question, users were asked whether they had previous experience using a virtual assistant (chatbot) on a government or private website or application. The results show that 94.12% of users have done so (as shown in Figure 8).
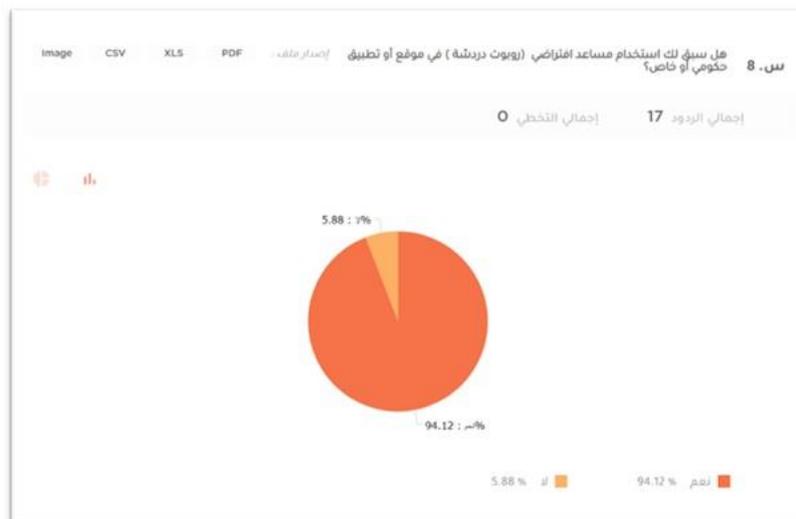

Figure 8: Question 3 – Have you previously used a virtual assistant (chatbot) on a government or private website or application?

The fourth question, based on Question 3, was directed to users who answered "Yes" regarding their previous use of a virtual assistant. Table 1 summarizes the users' opinions and experiences with using the virtual assistant (chatbot).

Table 1: Question 4 – Users' Experience with the Virtual Assistant (Chatbot)

	Users Experiences
1	Ease of use and quick responses make it a time-saving tool that benefits both sides. The information is accurate, though it requires effort from your side. The benefits are significant, and the fast response can be considered an investment of users' time."
2	Sometimes the information is delivered in an unclear or confusing way.
3	Inaccurate information, such as the reasons for transaction rejection or how to contact the relevant person.
4	Ease of use and saving time and effort.
5	Complex and difficult to obtain information.
6	The virtual assistant does not always provide everything you want easily, especially with certain terms or options.
7	Excellent.
8	Very easy.
9	Easy to use and fast in responding.
10	Easy to use.
11	It only responds to inquiries without providing solutions and has no authority to act.
12	A failed experience.
13	Its presence is good and it is helpful, but its answers are limited and do not fully assist the user.
14	Easy to use with very fast responses, highly accurate information, and very good benefits.

In the fifth question, users were asked a general question about their overall experience with the virtual assistant. The results show that 41.18% of users rated their experience as "Excellent," while 29.41% rated it as "Good" and another 29.41% as "Poor" (as shown in Figure 9).
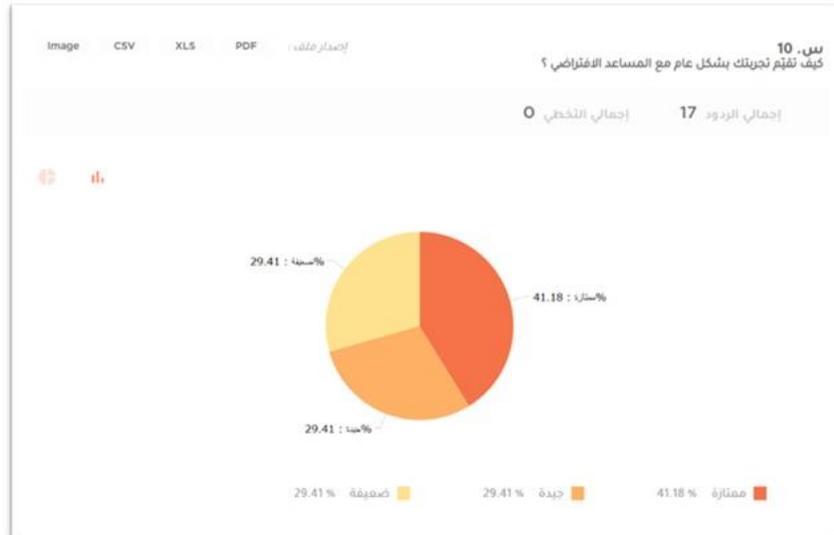

Figure 9: Question 5 – How would you rate your overall experience with the virtual assistant?

Finally, users' opinions and suggestions were collected to improve the virtual assistant experience in the future. Table 2 presents the users' suggestions (a total of 12 responses were received).

Table 2: Users' Suggestions for Improving the Virtual Assistant Experience

	Users' Suggestions for Improving the Virtual Assistant Experience
1	It needs to better understand certain phrases and provide more accurate information. It requires effort from your side, but it is not surprising for you to deliver it at an excellent level.
2	Accurate information, such as the reasons for transaction rejection or how to contact the relevant person for guidance.
3	Promoting best practices to enhance the experience of individuals and organizations.
4	Implementing smart and user-friendly systems.
5	Feeding the virtual assistant information from multiple resources to help it deliver assistance more quickly, along with offering several other options.
6	• Increase contextual understanding so the assistant can follow longer conversations more intelligently. • Improve accuracy in responses, especially on specialized topics. • Enhance customization capabilities according to users' needs and preferences.

	• Develop voice interaction to be more natural and human-like.
7	Add multiple data sources to handle a larger number of questions, improve information accuracy, and increase response speed.
8	Instant reply
9	Grant it appropriate permissions, increase its familiarity with services and solutions, and provide it with technical and support training courses.
10	Provide greater authority, increase information access, and allow contacting the client by phone if the conversation fails.
11	It needs regular updates and reviews weekly or monthly to ensure accurate, complete, and sufficient responses to users' inquiries.
12	Detect sarcasm, humor, or tension and respond appropriately.

In addition to the results above, and as previously mentioned, the survey was published on the Sharik.ae. Table 3 presents the feedback received from users through Sharik.ae website.

	Date	Comment
1	November 18, 2025	It is best to have both text and voice interaction, as some users prefer typing while others prefer speaking. Let the users make the choice.
2	November 17, 2025	Using the virtual assistant does not replace asking a staff member, as there are questions that the assistant cannot answer.
3	November 10, 2025	If it can also connect the user directly to services such as booking or inquiries, it would be outstanding.
4	November 10, 2025	It is preferable to have both voice and text options, as some users prefer speaking rather than typing.
5	November 10, 2025	It is preferable to have a voice feature for persons with disabilities or for users who prefer voice interaction.
6	November 10, 2025	The virtual assistant idea is excellent, as it makes accessing information easier instead of having to search through multiple pages.

4. Decisions Made

In light of the survey results, which highlighted the diversity of public opinions regarding the use of the virtual assistant for services via voice and text, the feedback and suggestions received will be studied and analyzed in depth. Opportunities to develop and improve the user experience will also be explored, leveraging available government support and capabilities in this field to enhance the quality of digital services in the future, according to existing priorities and resources. Additionally, best practices will be reviewed to benefit from the experience of using virtual assistants.

5. Resources