

# DIGITALISING CUSTOMER SERVICE REQUESTS WITH THE DIGITAL PLATFORM **novomind iAGENT**



بلدية دبي

DUBAI MUNICIPALITY

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CUSTOMER CASE

# DUBAI MUNICIPALITY

Dubai Municipality is one of the largest governmental organizations in the United Arab Emirates (UAE) with over 15,000 staff working in 32 organizational units. It has become the major driving force behind the development process of Dubai, and is considered one of the leading growth institutions for its smart projects and services.

The key aims of Dubai Municipality are to develop a sustainable and economically prosperous city and provide a range of public utility digital services to improve the quality of life in Dubai.

To achieve its goals in Customer Service Digitization, Dubai Municipality built a customer service ecosystem based on AI technologies. novomind iAGENT, as part of this ecosystem, was launched at the end of 2020, and since then has continued to grow by adding more self-services use cases.



Developed in Germany and customized in Dubai, novomind iAGENT helped Dubai Municipality to engage effectively with its customers by offering over Fares chatbot which is available in Dubai Municipality WhatsApp official channel, Dubai Municipality website, and Dubai Municipality mobile app:

#### **1. REPORT CITY INCIDENT OR REQUEST CITY SERVICES**

Full self-service function to report incidents in Dubai including sharing incident details and locations. This automatically creates a job request in Dubai Municipality CRM

#### **2. FOLLOW UP ON EXISTING TRANSACTIONS OR REQUESTS**

Automated answers regarding the status of requested services or transactions

#### **3. ANSWERING AND PROVIDING GUIDANCE FOR DUBAI MUNICIPALITY E-SERVICES**

Answering large sets of questions related to other e-services available in Dubai Municipality portals and providing direct links to them

#### **4. SUBMITTING RUMORS AND VERIFYING THEM**

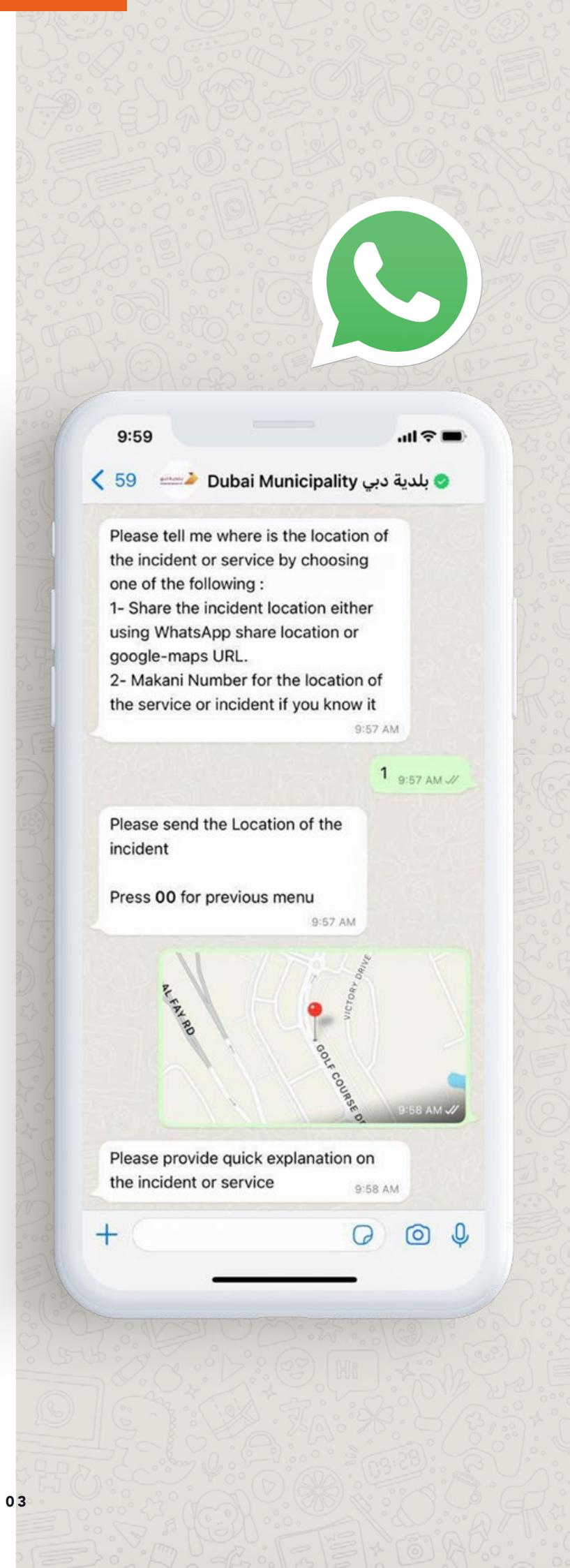
It is a self-service that allows the public to submit and / or verify a rumor.

#### **5. HOUSING FEES CALCULATION**

It is a simplified self-service for calculating housing fees once the rental cost is known

#### **6. HANDOVER AND REQUEST CHAT WITH LIVE AGENTS**

The chatbot can determine when it is suitable to hand over conversations to a live agent based on pre-defined triggers. The customer is also free to request the chatbot to handover the session to a live agent



"We always aim to optimize and enhance our customers services and provide a seamless, automated self-service. And to address these challenges, we have chosen **novomind iAGENT Digital** Platform. We will also continue automating more services in the future and enhancing the digital mindset

**Ahmad Alfaheini**

Head of Call Center, Dubai Municipality.

"We are happy to work and partner with Dubai Municipality and help the UAE community to receive Dubai Municipality services in a simple, fast and easy way by using our **novomind iAGENT Chatbot** and Digital Platform."

**Hossam Amer**

Managing Director of novomind MEA (Middle East and Africa), novomind AG's Dubai-based subsidiary.

Looking ahead, Dubai Municipality plans to expand its services and enable more innovative features and customizable solutions utilizing novomind iAGENT Omnichannel Platform.

# ABOUT US

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## THE COMPANY

novomind develops intelligent commerce and customer service solutions that can be used worldwide and is among the technology leaders in Europe. Through our subsidiary in Dubai we establish our product portfolio in the Middle East and Africa. Our product portfolio includes:

**novomind**  
**iSHOP**



**novomind**  
**iPIM**



**novomind**  
**iMARKET**



**novomind**  
**iAGENT**



Innovative real-time shop system  
for growth-oriented omnichannel  
commerce

Comprehensive commerce PIM  
system for a perfect product  
experience

Highly automated marketplace  
middleware for strategic market-  
place business

Intelligent omnichannel contact  
centre system for a perfect custo-  
mer experience

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**MEA**