

Techvista's landmark feat in digitalizing Dubai Government

Techvista partnered with the Dubai Government to make their digital transformation initiative – Smart Dubai Government (SDG), a success.

The Dubai Government was looking to boost its effectiveness in the Government to Customer (G2C) and Government to Government (G2G) domains under the Smart Dubai Government (SDG) project, by replacing its old communication system whose complex structure resulted in an unsatisfying user experience.

Techvista aims to help Dubai Government replace its traditional communication interface with the Microsoft Dynamics 365 Voice of Customer (VOC) platform, making it the first-ever implementation of VOC in the region.

Our unique implementation approach will include a user-friendly interface with out-of-the-box features. Since the SDG amalgamated multiple Dubai government entities, the purpose-built VOC will be tailored to resolve their low-yielding customer management systems as well as a multichannel communication mechanism.

Being at the forefront of digital advancements of such capacity solidifies Techvista's standing in the digital realm.

About Smart Dubai Government

SDG is a strategic initiative undertaken by the Dubai Government which started back in June 2021 intending to digitally transform the institutional mechanism of the Dubai Government. Under this initiative, the first objective was to ensure Dubai becomes the world's leading global digital economy.