



The College of Graduate Studies and the College of Humanities and Social Sciences Cordially Invite You to a

Master Thesis Defense

Entitled

E-GOVERNMENT IN THE UNITED ARAB EMIRATES: A STUDY OF THE ABU DHABI GOVERNMENT CONTACT CENTRE

by

Hessa Mohammed Eisaei

Faculty Advisor

Dr. Sami Hasan, Department of Government and Society
College of Humanities & Social Science

Date & Venue

1:00 PM

Monday, 9 December 2019

Room 1116, Building:H1

Abstract

In this current age of information technology (IT), electronic government (e-government) has transformed the interaction between the government and the citizens. To make this transformation contextually and locally relevant, this research examines the efficiency of e-government in Abu Dhabi by undertaking a case study of efficiency of the electronic contact channels at the Abu Dhabi Government Contact Center (ADGCC). It, also, identifies the challenges faced by the ADGCC and provides recommendations to overcome the challenges accordingly. The study model for this research is developed through reviewing the key concepts related to the implementation of the e-government. The primary research is conducted by surveying the opinions of fifty-eight ADGCC agents. Through survey results, the efficiency and effectiveness of the e-channels are assessed. Study findings demonstrate that all e-channels are performing efficiently, indicating contact time efficiency, response time efficiency, and comparative response time efficiency, especially in comparison to the phone efficiency. Email is found to have the highest outcome efficiency as compared to other channels observed in the analysis. In terms of effectiveness, it was observed that the two mediums, 'City Guard' and email, are those that achieve the highest customer satisfaction. The gaps identified by this study through applying its model are 'employee training' (under the organizational theme), 'system integration' (under technological theme) and 'citizen awareness' and 'citizen training' (both under the social theme). Finally, recommendations are added in relation to these gaps, as well as for achieving higher efficiency and effectiveness in the e-channels that may improve 'smart e-government' in Abu Dhabi.

Keywords: E-government, ADGCC (ADSIC), e-services, contact channels, contact center, self-service, smart pass.