



UNITED ARAB EMIRATES
MINISTRY OF INDUSTRY
& ADVANCED TECHNOLOGY

WHAT IS THE CUSTOMER'S JOURNEY?

THE CUSTOMER JOURNEY IS A SERIES OF TRANSACTIONS DEALING WITH THE SERVICE AND IT IS DIVIDED INTO SEPARATE STAGES, TO BE ANALYZED AND DEVELOPED IN ORDER TO SATISFY THE CUSTOMERS.

The customer's journey is divided into 4 stages.

The first stage: Obtaining information about the service

The customer searches for the required service and researchers how to obtain it as well as how long it takes to apply for the service. This happens by contacting the government entity through by telephone, or on its website or smart application.

The second stage: Submitting the service request

The customer submits the application electronically, by phone or via smart application.

The third stage: Communication during processing

The customer pays the fees for the service. There may be multiple interactions at this stage. For instance, the customer may need to submit additional documents or the customer may be informed about the status of their application or any additional fees they must pay.

The fourth stage: Obtaining the service

The customer receives the service.



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CUSTOMER JOURNEY - GENERAL

OBTAIN SERVICE INFORMATION

REMINDING AND AWARENESS OF THE SERVICE

- 1- A text message to be sent to the customer to remind him of the date of renewal
- 2- Service awareness campaigns through social media platforms

INQUIRIES ABOUT THE SERVICE

- 1- Log in the Ministry's website to view the service card <https://www.moiat.gov.ae/>.
- 2- Live chat - available on the website and smart application
- 3- Email: Customercare@moiat.gov.ae
- 4- Communication with the Ministry's contact centre to inquire about the service (600565554)

SUBMIT THE SERVICE APPLICATION

REGISTRATION

- 1- The customer creates a new user on the website if there is no previous account in order to apply for the service
- 2- The customer can enter through digital ID

SUBMISSION OF THE APPLICATION

- 1- The customer fills the service form and downloads the documents by entering the service link on the website [moiat.gov.ae](https://www.moiat.gov.ae) or through the smart application
- 2- The customer pays the service fees through the electronic payment portal using the credit card

COMMUNICATION DURING THE PROGRESS OF THE SERVICE

APPLICATION STATUS

- 1- Text messages are sent to the customer to inform him of the application status
- 2- An email to be sent to the customer to complete the missing documents related to the application (if any)

COMPLETION OF THE SERVICE

A notification to be sent to the customer about the completion of the service

A text message are sent to the customer to notify him of the completion of the service

Receipt of the service

The customer can receive the service

Evaluation and feedback on the service

- 1- The customer can evaluate the service through the website or the application
- 2- The customer can evaluate the service through the website or the application

