

SEWA's Revolutionizing Journey to Holistic Digital CX-WX Transformation

Background and Objectives

Headquartered in Sharjah, Sharjah Electricity, Water, and Gas Authority (SEWA) is the third-largest utility in the United Arab Emirates. Founded in 1995, the utility aims to be among the most reputable organizations globally. Since its inception, SEWA has consistently adapted to the evolving world and customer needs, delivering safe and reliable electricity, water, and gas services to over 450,000 customers across the emirates of Sharjah, Kalba, and Khor Fakkan.

With the constant shifts in industry dynamics and technological advancements, SEWA desired to address ongoing challenges and enhance its service quality:

- **Digitization of Utility Systems:** Ageing and legacy systems, including manual database maintenance and outdated data integrity systems, presented operational and data integrity challenges
- **Siloed Operations:** A need to increase operational efficiency by breaking down workflow silos and establishing harmonized operations
- **Paperless Operations:** The utility aimed to move towards paperless operations, promoting sustainability among its customers and workforce
- **Upskilling Workforce:** Equipping its workforce with modern technology and training capabilities to address and improve service delivery efficiently
- **Evolving Customer Demands:** The rising demand to adopt digital solutions to meet the increasing expectations of technologically savvy customers
- **Elevate Customer Service:** The requirement to adopt AI technologies to enhance customer service experiences and expedite issue resolutions

Government of Sharjah
Electricity, Water & Gas Authority

Customer
Sharjah Electricity, Water and Gas Authority

Website
https://www.sewa.gov.ae/en/

About Customer

Sharjah Electricity, Water, and Gas Authority (SEWA) is the third-largest utility in the United Arab Emirates, serving over 450,000 customers with electricity, water, and (piped natural) gas services across the emirates of Sharjah, Kalba, and Khor Fakkan. With the motto of 'Reliable, Efficient, and Sustainable,' SEWA's goal is to meet customer satisfaction by delivering reliable utility services with safety and quality, leveraging the most advanced technologies and a skilled and qualified workforce.

Platform Deployed

- SAP Self Serive Accelerator (SSA)
- Smart WX
- Smart Chatbot

Implementing an AI-powered Connected Approach

SEWA's core focus has always been leveraging the most advanced technologies and qualified, skilled workers to deliver its utility services. While siloed approaches worked to an extent, they were not the optimum solution for providing the maximum ROI—for the customers and the utility itself.

Recognizing the urgent need to address these challenges, SEWA embarked on a journey to implement a connected digital transformation approach powered by AI platforms, partnering with SEW to elevate its customer experience, workforce experience, and operational efficiency.

The platform supports multi-lingual capabilities. Implemented in **English** and **Arabic** across the web interface and mobile application, SEWA's implementation of SEW's platforms represents a multi-pronged partnership that drives a connected experience across its ecosystem. By adopting SAP Self Service Accelerator (SSA) by SEW, SEWA aimed to elevate the customer experience significantly. Concurrently, the deployment of SEW's Smart Workorce Experience (WX) Platform aimed to empower SEWA's field workforce with the latest-in-tech tools to enhance productivity. Additionally, the implementation of SEW's Smart Chatbot aimed to accelerate issue resolution, improve responsive support, and enhance customer service.

This holistic approach powered by artificial intelligence aimed to deliver a harmonized and connected journey for SEWA's customers and field workforce while eliminating operational redundancies and delays.

SSA: Empowering Customers with Digital Self-Service

SEWA implemented SAP Self Service Accelerator (SSA) by SEW as a web platform and mobile app (Android and iOS) for its **mass market and enterprise customers.** With an intuitive and user-friendly interface, the platform empowers customers with account information at their fingertips, simplifying utility management for Electricity, Water, and Gas. From hassle-free login with UAE Pass & face ID to online bill payment and usage monitoring & comparison, the SEWA platform has everything customers need in one convenient place.

Intuitive User Dashboard: Interactive dashboards for users to easily access account information and navigate the application

Portfolio Management: Enterprise users can easily manage their portfolio and pay bills in bulk from anywhere, anytime

Secure Billing and Payments: With secure access to their billing details, users can view and digitally pay their bills with available payment methods

Transparent Usage Tracking: To make informed decisions on responsible consumption and get more savings, users can view and compare their current and historical energy and water usage

Proactive Service Request: Users can raise service requests to enable, transfer, or terminate a service.

Pay For a Friend: Users can easily pay the utility bills of a friend simply by adding their account details for current or future bills

Realtime Multichannel Notifications: Users are empowered with two-way communications via text messages and email regarding their billings, payments and services request notifications

SmartWX: Revolutionizing Field Workforce

SEWA adopted SEW's state-of-the-art meter reading application to upgrade its 200-person field workforce to efficiently capture 1.4-million-meter readings across four cycles daily. The meter reading app is designed to streamline functionalities pertinent to meter reading orders and performance tracking. Beyond data entry, the app integrates features like synchronization and intuitive graphical representations, simplifying performance evaluations and fostering a data-driven approach to field operations. This transformative approach ensures accurate readings and optimal location-based coverage, maximizing workforce efficiency and minimizing operational delays.

Easy Account Management: Field worker can easily access and manage their account information

Proactive Performance Tracking: Leveraging intuitive graphs, field workers can view their meter reading order details – including assigned, closed, and completed orders, to manage their workflows efficiently

Optimized Meter Reading Order Management: The field workforce can easily manage meter reading orders, including the creation of meter readings and types, uploading necessary information, and viewing the history and progress of orders to streamline and accelerate field operations

Location-Based Meter Reading: The platform ensures meter readings are only recorded when meter readers are physically present at the designated location, enhancing the accuracy of estimated bills for SEWA.

Intuitive Map View: With a vivid map view of the meter reading orders grouped by locations, field workers can quickly navigate their meter reading status

Smart Chatbot: Gateway to Faster Customer Assistance

SEWA's initiative to accelerate customer assistance and provide a vertical AI-powered chatbot is transforming the customer service experience. SEW's Smart Chatbot, implemented for SEWA as Naffa'a, is an assistance tool to help customers navigate their service interactions with the utility, accessible 24x7. Capable of interacting with customers in real-time, the chatbot empowers users to access billing and payment information, pay bills, view usage, and more anytime, anywhere. With the option to provide user feedback and analyze chat details, coupled with the power of AI-ML-NLP technology, the utility can personalize responses over time.

Personalized Responses: Registered users can enjoy personalized responses based on their interaction with the chatbot

Comprehensive Templates: The chatbot, trained on the utility database, is pre-fed with comprehensive and tailored frequently asked questions (FAQs) and use cases specific to utility customers

24*7 Access: The chatbot ensures prompt issue resolution with round-the-clock availability

Integrated with Utility's Backend Systems: Seamlessly integrated with utility's backend systems for enhanced functionality and efficiency in customer experience

Data Security: Ensures the confidentiality and integrity of customer data through robust security measures, fostering trust and confidence among users

Intuitive Chatbot Analytics Dashboard: The utility can view and analyze customer interactions with the chatbot, including chat history, customer feedback rating, conversation category, name, and more, and make informed decisions and business enhancements

Value Delivered

Significant increase in **sustainability** with **paperless billing** and operations

Streamlined service access for customers via real-time integration with the government database

Enhanced customer communications with an average of **420,000+ text** and **288,000+ email** notifications monthly

Empowered users with **usage transparency** and promoted responsible consumption

The platform implementation resulted in **1,600+ online transactions** per day and **420+ applications** of service requests per day, leading to a significant reduction in customer walk-ins



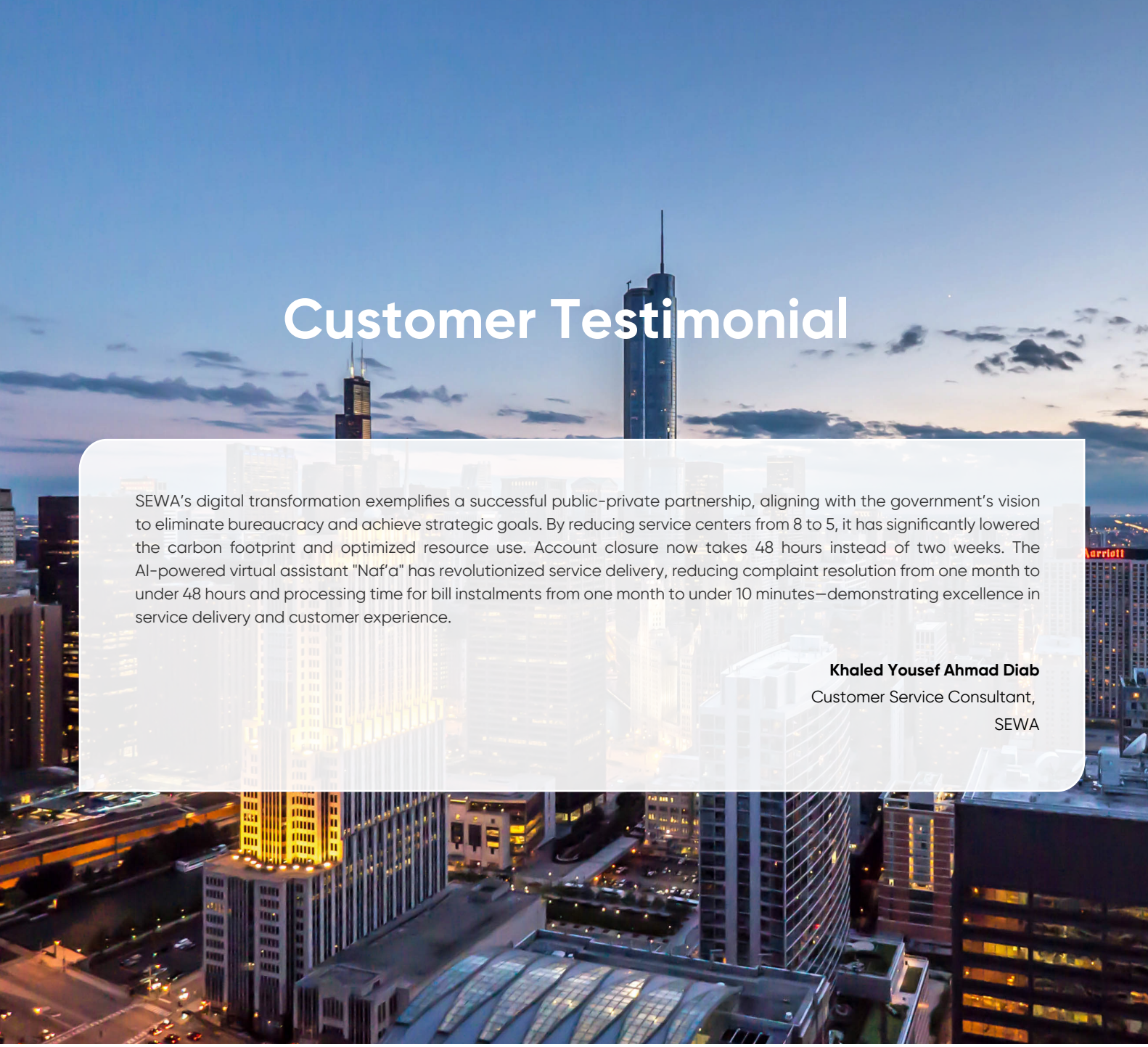
Elevated and **upskilled field workforce**

Accelerated field workforce efficiency with over 1.2 million monthly meter readings taken by **~160 workers** across the SEWA service territory

Streamlined utility operations with digitized workflows

With the chatbot implementation, Naffa'a chatbot gained over **228,000 interactions** in the first 6-months of launch, reducing service center call volume

Platform gained a **4.5-star rating** in Google Play Store and a **4.6-star rating** in Apple App Store for delivering a seamless customer experience



Customer Testimonial

SEWA's digital transformation exemplifies a successful public-private partnership, aligning with the government's vision to eliminate bureaucracy and achieve strategic goals. By reducing service centers from 8 to 5, it has significantly lowered the carbon footprint and optimized resource use. Account closure now takes 48 hours instead of two weeks. The AI-powered virtual assistant "Naf'a" has revolutionized service delivery, reducing complaint resolution from one month to under 48 hours and processing time for bill instalments from one month to under 10 minutes—demonstrating excellence in service delivery and customer experience.

Khaled Yousef Ahmad Diab
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SEWA

About SEW

SEW, with its innovative and industry-leading cloud platforms aim to deliver the best Digital Customer Experiences (CX) and Mobile Workforce Experiences (WX), powered by AI, ML and IoT Analytics (IX) to the global Energy, Water and Gas providers. We partner with utilities to deliver solutions that are easy-to-use, integrate seamlessly with utility systems, and help build a strong technology foundation that allows utilities to become future ready, by harnessing the power of digital technologies.

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