Company: Abu Dhabi Customs
Company Description: Abu Dhabi Customs is considered one of the first government entities in Abu Dhabi to ensure the security and integrity of the country's borders. As such, it is responsible for all customs trade-related activities to meet international standards and best practices.
Nomination Category: Achievement Categories
Nomination Sub Category: Achievement in Human Resources
Nomination Title: ADC Leading HR Achievements

2025 GOLD STEVIE® WINNER

HOW TO ENTER >

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

   Total 197 words used.

   Established in 1966, Abu Dhabi Customs (ADC) is a government entity that aims to provide primary and subsidiary customs services across the UAE's borders. All customs trade-related activities are carried out to monitor the import and export of goods in line with International Standards and best practices.

   Earlier, ADC faced HR-related challenges due to ineffective talent acquisition strategies, inadequate HR policies and procedures, inefficient HR systems and technology, and a lack of alignment between HR practices and ADC's set strategic organizational objectives. This compromised organizational performance and limited employee capability.

   ADC aims to be a world-class authority, enhancing security by facilitating compliant trade. To address the challenges faced, ADC embarked on a 5-year HR digital transformation strategy, where a clear Vision, Mission and Five-Year Strategic Framework (2019–2023) was established. Afterwards, another Five-Year Strategic Roadmap (2024–2028) focused on AI-driven HR solutions, workforce automation, and competency-based talent development to drive innovation and excellence.

   Building on the foundation set in the previous strategy, the 2024–2028 Strategy features 42 projects (28 Strategic/ 14 Operational) designed to drive its transformation journey forward. These projects were supported by a total of 825 organizational KPIs (119 HR KPIs), ensuring a structured approach to transformation.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

   Total 249 words used.

   Since 2023, ADC prioritized:

   Visualization Technologies: HR adopted a TM strategy that shifts from traditional training methods, which relies on the conscious mind (engaged 5% of the time) to programming concepts using visualization tools (VR/AR/Hologram/Simulator) that relies on the subconscious mind (engaged 95% of the time).

   Person-Centric Model: HR shifted from a people-centric to a person-centric model, delivering tailored, individualized experiences through an integrated system.

   Employee Journey: HR developed an Employee Journey within the system to deliver a seamless and comprehensive experience for all employees, enhancing the overall employee experience from onboarding to career development, ensuring consistency and support throughout their tenure.

   HR Digital Transformation: The HCM/OLM-Clouds integrate 18 HR modules based on AI/ML, such as Performance Management, Payroll and Fusion Analytics Warehouse(FAW) under a single window system. Consequently, a centralized data-warehouse enhanced data-driven decision-making, enabling personalized services and operational efficiency across the employee lifecycle. Also, ADC deployed 9 AI-powered tools (Appendix-1) to enhance talent management practices, such as the patented Spider-Net tool for development and patented Career Development process.

   Wellbeing Initiatives: HR held events such as future transformation event at Pixoul(2023) and a Wellbeing event at SeaWorld(2024). Also, Health initiatives feature quarterly comprehensive medical checkups (Health Week), mental-health screenings using on-site psychologists, meditation sessions, and Privilee wellness memberships. Also, the Yas Annual Pass(Gold), Esaad/Fazaa/ADNOC Mazaya discount cards were offered to employees and their families.

   Consequently, ADC achieved 95% in **collaboration, 90% in engagement and** 82% in **enablement**, earning the top rank among Abu Dhabi government entities in 2024.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

   Total 249 words used.

   HR's achievements are unique due to their comprehensive and innovative nature, setting ADC as a leader in digital transformation regionally and globally. ADC is a forward-thinking organization that prioritizes employee engagement, innovation, and has a competitive edge in a rapidly evolving digital landscape:

   Global Recognition: EY conducted a maturity assessment, where ADC is recognized as a global leader in HR, setting benchmarks for industry standards. Also, ADC earned 62 prestigious HR international awards and 27 ISO certifications (7 in HR). Additionally, ADC actively participated in 60 International Conferences, served as the benchmark for 61 visits, published 2 WCO and 50 HR articles, sharing ADC's HR best practices.

   Talent Development: The integration of an automated TNA, digitizing 5794 SCORM-based training courses in Oracle's LMS platform, and establishing a training courses dictionary to support the development of technical/behavioral competencies personalized training pathways, enhancing the employee's career development. Moreover, the introduction of the nugget-gamification training methodology, e.g. "Customs Challenge" educated employees about ADC's operational work. Additionally, ADC positioned itself in the Metaverse to enhance how employees interact and engage with technology.

   Performance Management: HR cascaded SMART strategic organizational objectives derived from the organizational strategy and their respective KPIs to all employees, systemized the PM Cycle that incorporates the 360°/270° performance evaluations methodology and automated the Calibration process by integrating the Bell Curve in Oracle, enabling departments to operate autonomously.

   Digital HR Solutions: ADC reengineered 156 L3 and 1711 L4 HR processes, establishing clear SLAs and a defined RACI-matrix for all HR-Services.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 249 words used.

   ADC achieved significant improvements in organizational performance and employee productivity through its AI-powered HR digital transformation. Consequently, ADC earned the top rank in HR Maturity (97.5% Score) by HRA.

   KPI metrics improvements:

   - **Employee engagement** increased from 73% (2018) to 93% (2024)

   - **Employee productivity** increased from 46% (2018) to 79% (2024)

   - **Employee Satisfaction** Korn Ferry Survey scores reached 91 in 2024, positioning ADC as the leading government entity in employee experience

   - Classified as a GPTW for 3 consecutive years, where the **GPTW Survey scores** increased from 70% (2022) to 90% (2024)

   - **Performance Management impact** rose from 72% (2019) to 92% (2024).

   - **Managerial training satisfaction** increased from 69% (2019) to 99% (2024).

   - **Talent Acquisition quality** increased from 74% (2019) to 93% (2024).

   - **Employee loyalty and harmonization** rose from 81% (2019) to 93% (2024).

   - **Compensation satisfaction** rose from 67% (2019) to 90% (2024).

   - **Training Satisfaction** increased from 71% (2019) to 92% (2024).

   Infrastructure investments include 3 Hologram classrooms, 3 VR and 3 innovation centers, and implementation of the SIMFOX program (Simulator). The visualization tools utilized enabled 31% of promotions based on AI-recommendations (98% accuracy), and reduced training costs by AED 4.5M. Complementing the AI strategy, ADC adopted a hybrid-work model supported by a wireless attendance system using geofencing and Face-ID, and launched a mobile-enabled self-service portal powered by a digital assistant.

   ADC's holistic HR approach, characterized by technological integration and a focus on employee wellbeing, positioned ADC as a regional and global leader in employee experience and AI-led HR excellence.
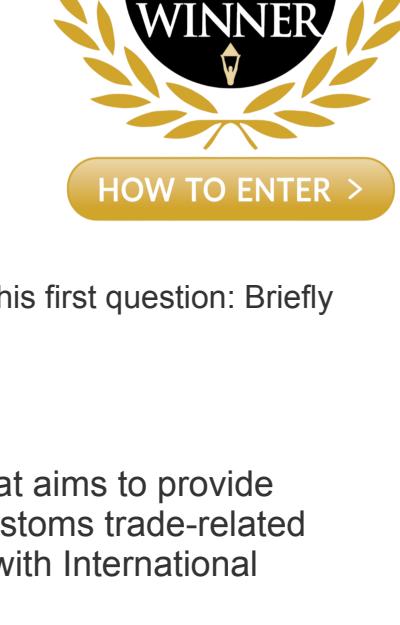
Attachments/Videos/Links:

ADC Leading HR Achievements

[REDACTED FOR PUBLICATION]