

Nomination: 8276

Abu Dhabi Customs

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Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Abu Dhabi Customs
Additional Contacts I do not wish to list additional contacts
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Entry Title Abu Dhabi Customs
Category A01 - A31 Employer of the Year > A24 - Employer of the Year - Non-Profit or Government Organizations
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required 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. ADC faced challenges due to the lack of a robust governance framework (since practices were under another entity- the Department of Finance). Such challenges included ineffective talent management strategies, inadequate policies and procedures, inefficient systems and technology, and a lack of alignment between the departments' practices and ADC's set strategic organizational objectives. This compromised organizational performance and limited employee capability. ADC embarked on a 5-year digital transformation strategy, aimed at implementing a creative digital transformation initiative using cutting-edge technological solutions. ADC's new Vision, Mission and Core Values cascaded to 6 main pillars and strategic objectives, where a road map was created in 2019 for 5 years to address the departmental issues/requirements, from which 64 strategic projects and 611 Operational KPIs were cascaded from the organization's strategic KPIs. The initiative aimed to elevate organizational performance by adopting an innovative approach in the implementation of programs and projects using advanced technologies.

b. Outline the organization's employee-relations achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

To drive the digital transformational strategy, ADC earned 54 prestigious recognitions, including:

- 1 "Employer of the Year for Government Sector" by The Stevie Awards for Great Employers in 2022/2023
- 2 ADC ranked 1st place in the UAE Innovation Award
- 3 5 Harvard Business Council International Awards – including "Human Resources Award" and "Executives Award" in 2023
- 4 "Oracle Hero - Cloud HCM" by Oracle
- 5 "HR Icons Most Influential HR Leaders from the Middle East" by the Economic Times in 2023/2024
- 6 "Top 100 Technology Leaders" by DT 100 in 2023
- 7 23 Stevie Awards (10 in Gold category, details in attachment), including
 - "Best Use of Games and Simulations for Learning"
 - "Best Learning & Development Strategy"
 - "Achievement in Employee Relations"
- 8- 6 Brandon Hall Awards (2 in Gold category, details in attachment), including:
 - "Best Advance in Learning Technology Implementation"
 - "Best Unique or Innovative Learning and Development Program"
 - "Best Unique or Innovative HR Program"
- 9- 3 HRSE Future Workplace Awards, including:
 - "Best Innovative HR initiative"
 - "Best Talent Management Strategy"
 - "Best HR Transformation & Change Management Strategy"
- 10- 27 ISO Certifications, including:
 - 7 in HR
 - 3 in EHS
 - 3 in Services Management
 - 4 in Quality Management
- 11 Great Place to Work certification for 2 consecutive years (Score 86% in 2023), and ranked 6th in the Middle East for Large Organizations
- 12 Recognition by Abu Dhabi Human Resources Authority (HRA), ranked 1st in HR Maturity (Score 97.5%)

c. 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). Required

ADC's achievements are unique due to their innovative nature, setting ADC as a leader in digital transformation. The projects implemented focused on creating a person-centric approach that personalized the employee experience, hence prioritizing employee engagement as outlined below:

- EY conducted a maturity assessment, where ADC is recognized as a global leader in HR, setting benchmarks for industry standards.
- The HCM and OLM Clouds integrate 18 modules in HR based on AI/ML, such as Performance Management, Payroll, and Fusion Analytics Warehouse (FAW) under a single window system to facilitate the employee experience.
- Digitized 5794 training courses into Oracle's LMS platform, supporting the employees' career development.
- Participated in 46 International Conferences, conducted 51 benchmark sessions, published 2 WCO and 50 HR articles, sharing ADC HR best practices.
- Built Psychometric assessments to evaluate employees' behavioral/technical competency level, identified performance gaps, and assigned employees to training courses using AI.
- Automated payroll activities using the Cloud application and RPA.
- Launched a VR Academy, simulating real-life work scenarios across multiple departments, including HR
- Implemented a SIMFOX program that simulates the X-Ray screening process for customs-related inspections, enhancing the employees' productivity.
- Implemented a Wireless Attendance system through a mobile application with face ID, using geofencing technology.
- Introduced Digital Assistance and Mobile Application on Cloud support, providing a Self-Service Portal and a user-friendly database.
- Introduced the nugget gamification training methodology, e.g. "Customs Challenge" that educates employees about ADC's work in an engaging manner.
- ADC positioned itself in the Metaverse to enhance how employees engage with technology.

d. 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). Optional

The HR digital transformation strategy had a significant impact on ADC's processes:

- Re-engineered 1161 organizational processes (includes 156 L3) and 1711 L4 HR-processes (blueprint, DOA, Journey System)
- SLA with defined processes have been automated in the ARIS platform
- RACI (Responsible/Accountable/Consulted/Informed) matrix has been defined
- Established 3 Hologram classes, a VR Academy and 3 Innovation Centers in 3 locations, transforming the employees' learning experience and eliminating physical travel, thus saving overall time spent on daily activities by 25%.
- Increased Employee Engagement (encompasses satisfaction, performance management and training aspects) from 73% in 2018 to 90% in 2023.
- Cost-savings achieved by reducing training expenses by AED4.5 million and optimizing manpower costs by AED4.3 million.
- Implemented robust Performance Management framework, where SMART strategic organizational objectives and KPIs are derived from organizational strategy.
- Systemized the PM Cycle that incorporates the 360°/270° performance evaluations methodology, increasing the processes' integrity.
- The Calibration process was automated by integrating the Bell Curve into the system, enabling departments to operate autonomously.
- Substantial improvement in the impact of Performance Management, increasing from 72% in 2019 to 89% in 2023.
- AI-based analytics warehouse, with 636 Organizational KPIs cascaded to ADC's departments.
- Improved employees' productivity from 46% in 2018 to 73.84% in 2023.
- Enhanced employee interaction during training, rising from 71% in 2019 to 89% in 2023.
- Improvement in management's perception of the training impact, increasing from 69% in 2019 to 100% in 2023.
- AD-Excellence Awards doubled from 205 points to 450 points in 2022.

Webpage Link

<https://www.adcustoms.gov.ae/> (<https://www.adcustoms.gov.ae/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.youtube.com/watch?v=NvNhr02t_9A (https://www.youtube.com/watch?v=NvNhr02t_9A)

Would you like to add an additional webpage link?

