

Nomination: 8284

ADC's Innovative HR Technology

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Abu Dhabi Customs
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> ADC's Innovative HR Technology
<b>Category</b> B01 - B64 Achievement > B60 - Most Innovative Deployment of HR Technology
<b>Achievement Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> 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 HR-related challenges due to the lack of a robust HR framework (since HR practices were under another entity- Department of Finance). Such challenges included 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 embarked on a 5-year HR digital transformation strategy, aimed at implementing a creative HR 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 HR issues/requirements, from which 64 strategic projects, 611 Operational KPIs including 101 HR KPIs were cascaded from the strategic KPIs. The initiative aimed to elevate organizational performance by adopting an innovative approach in the implementation of HR projects using advanced technologies.

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

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

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

**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 team's or organization's past performance (up to 250 words). Required**

HR'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 focuses on personalized employee experience:

- Automated the CDP process (patented by ADC) and the promotion cycle without human interference, fostering a culture of inclusivity and a strong desire to learn.

- The Spider-Net tool (patented by ADC) is linked to multiple HR platforms to identify the employees' development needs based on the competency (behavioral/technical), generating yearly IDPs or SPs.

- Based on the CDP/Spider-Net patent acquired:

oADC participated in 46 International Conferences, conducted 51 benchmark sessions, published 2 WCO and 50 HR articles, sharing HR best practices.

oEstablished 3 Hologram classes, a VR Academy and 3 Innovation Centers in 3 locations, transforming the employees' learning experience and eliminating physical travel, thus saving time spent on daily activities by 25%.

oImplemented a SIMFOX program that simulates the X-Ray screening process, enhancing the employees' productivity.

oIntroduced the nugget gamification training methodology, e.g. "Customs Challenge" that educates employees about ADC's work in an engaging manner.

oDigitized 5794 training courses into Oracle's LMS platform, supporting the employees' career development.

- EY conducted a maturity assessment, where ADC is recognized as a global leader in HR, setting benchmarks for industry standards.

- ADC positioned itself in the Metaverse to engage employees with technology.

- Automated payroll activities using the Cloud application and RPA.

- Implemented a Wireless Attendance system through a mobile application with face ID, using geofencing 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, in addition to 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

- TAT and workflows have been established to enhance operational efficiency

- Cost-savings achieved reducing training expenses by AED4.5 million, optimizing manpower costs by AED4.3 million.

- Implemented a robust Performance Management framework, where the SMART strategic organizational objectives and their KPIs are derived from the organizational strategy.

- Systemized the PM Cycle that incorporates the 360°/270° performance evaluations methodology, increasing the processes' integrity since it involves multiple evaluators.

- 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, 101 HR KPIs to monitor HR activities.

- Improved employees' productivity from 46% in 2018 to 73.84% in 2023.

- Increased Employee Engagement (encompasses satisfaction, performance management and training aspects) from 73% in 2018 to 90% 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 to 450 points in 2022.

- Built Psychometric assessments to evaluate employees' behavioral/technical competency level, assign them training courses using AI.

**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/results?search\\_query=abu+dhabi+customs+Virtual+Reality+](https://www.youtube.com/results?search_query=abu+dhabi+customs+Virtual+Reality+) ([https://www.youtube.com/results?search\\_query=abu+dhabi+customs+Virtual+Reality+](https://www.youtube.com/results?search_query=abu+dhabi+customs+Virtual+Reality+))

**Would you like to add an additional webpage link?**

**Supporting Document**

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Yes

**Supporting Document 2**

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Yes

**Supporting Document 3**

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