Application: 7733

AI-Powered National ID Photo Verification Service

Page: General Information

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

Ministerial Agency of Civil Affairs

[redacted]

[redacted]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

AI-Powered National ID Photo Verification Service

Category

A04. Technology Breakthrough of the Year - Advertising, Marketing & Public Relations

Technology Breakthrough of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required

The Agency of Civil Affairs, is a pivotal governmental entity responsible for citizens' foundational services, including national identity management. Committed to Saudi Arabia's ambitious Vision 2030 for digital transformation, the Ministry has consistently pioneered e-governance initiatives aimed at enhancing public service delivery. This commitment is evidenced by its successful track record in implementing advanced digital solutions. In 2022, the Ministry was honored with the prestigious "Best Digital Service Award for Digital Government" by the Digital Government Authority for its innovative electronic national identity renewal service. This recognition underscores the Ministry's leadership in leveraging technology to improve citizen experience, streamline operations, and support national strategic objectives, all while adhering to stringent quality and security standards, including ISO 9001 and ISO 27001 certifications.

b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

Since January 2023, the Ministry of Interior's innovative digital solution for national ID photo verification has achieved significant breakthroughs, fundamentally transforming the ID renewal process. This system, integrated seamlessly into the widely-used "Absher" platform, utilizes cutting-edge AI and computer vision for real-time photo validation. Key achievements include:

--Dramatic Efficiency Gains: Reduced manual intervention by 90%, and processing time from 3-5 days to under 10 minutes per request.
--Enhanced Accuracy & User Experience: Decreased photo rejection rates from 40% to a mere 12% by providing instant smart notifications for issues like lighting or positioning, ensuring higher quality submissions from the outset.
--Increased Digital Adoption: Boosted the electronic transaction completion rate from 35% to an impressive 85%, significantly reducing the need for in-person presence by over 60%
--High Citizen Satisfaction: Achieved over 94% beneficiary satisfaction, reflecting the convenience and ease of the service.
--Sustainable Impact: The system continues to deliver these improvements consistently, proving its robust and scalable nature without requiring major structural changes. This solution represents a true paradigm shift in digital constituent services.

c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required

The achievements of this solution are profoundly significant because they represent a true technological breakthrough in government services. Its uniqueness lies in the sophisticated, real-time application of AI and computer vision to a critical, sensitive process like national ID photo verification. While many entities use AI, integrating it so seamlessly and effectively into a high-volume, public-facing government service, and achieving such measurable results, is rare.

Compared to traditional, manual processes, which are prone to delays, human error, and require physical visits, this solution sets a new standard. The 90% reduction in manual intervention and the transformation of a multi-day process into a sub-10-minute digital interaction are unparalleled. It not only eliminates significant administrative burden but also profoundly enhances citizen convenience. By empowering citizens to complete this vital service digitally with unprecedented accuracy and speed, the Ministry has not just improved a service; it has redefined how citizens interact with their government, directly supporting the ambitious goals of Saudi Arabia's Vision 2030 for a fully digital and efficient public sector. This innovation moves beyond simple digitization to genuine digital transformation.

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

We are attaching a comprehensive supporting document titled "Supporting Evidence" that consolidates various data points and analyses. This document provides concrete evidence for all claims made in this nomination. It includes detailed operational statistics demonstrating the high volume and efficiency of the service post-2023, quantitative impact metrics such as the substantial reduction in manual intervention, decreased photo rejection rates, and increased digital transaction completion. The document also features comparative analyses highlighting the transformative improvements achieved over previous methods. Furthermore, it incorporates independent validations, including details of the prestigious "Best Digital Service Award" received in 2022, underscoring the solution's recognized excellence and alignment with national digital transformation objectives. This compilation of data and accolades serves to substantiate the significant achievements and the breakthrough nature of our digital solution.

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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