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Emarat AI Solution - User Journeys

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Overview

Purpose

This document maps out the end-to-end user journeys for all stakeholders interacting with Emarat's AI solutions. Each journey identifies:

- **User goals and motivations**
- **Entry points and triggers**
- **Step-by-step interactions**
- **Pain points and friction**
- **AI-powered solutions**
- **Success metrics**

Journey Categories

- 1. **Customer Journeys (B2C)** - End consumers using Emarat services
- 2. **Employee Journeys (B2E)** - Internal staff using AI tools
- 3. **Business Customer Journeys (B2B)** - Commercial clients
- 4. **Admin & Management Journeys** - Leadership and AI CoE team

User Personas

Persona 1: Ahmed - Retail Customer

Demographics: 35 years old, Dubai resident, regular Emarat customer **Goals:** Quick fuel stops, loyalty rewards, convenience store shopping **Tech Savviness:** Medium (uses mobile apps regularly) **Pain Points:** Long queues, forgetting loyalty card, unclear promotions **Devices:** Smartphone (EmCan app), vehicle

Persona 2: Sarah - Store Manager

Demographics: 28 years old, manages retail store at fuel station **Goals:** Optimize operations, reduce shrinkage, improve customer satisfaction **Tech Savviness:** Medium (uses POS, basic reports) **Pain Points:** Manual stock counts, staffing during peak hours, theft detection **Devices:** Desktop, tablet, mobile

Persona 3: Fatima - HR Manager

Demographics: 32 years old, HR department at Emarat HQ **Goals:** Efficient employee support, fast hiring, compliance **Tech Savviness:** High (uses HRIS, multiple systems) **Pain Points:** Repetitive employee queries, slow hiring process, manual document processing **Devices:** Desktop, laptop, mobile

Persona 4: Khalid - Fleet Manager (B2B Customer)

Demographics: 40 years old, manages 50-vehicle fleet for logistics company **Goals:** Efficient fuel management, cost control, vehicle tracking **Tech Savviness:** Medium **Pain Points:** Manual order placement, vehicle idle time, invoice reconciliation **Devices:** Desktop, mobile

Persona 5: Rashid - Finance Manager

Demographics: 45 years old, Accounts Payable team **Goals:** Fast invoice processing, error reduction, compliance **Tech Savviness:** High **Pain Points:** Manual invoice matching, vendor discrepancies, late payments **Devices:** Desktop, Oracle Fusion access

Persona 6: Maryam - AI CoE Lead

Demographics: 38 years old, heads Emarat AI Center of Excellence **Goals:** Identify high-ROI use cases, track AI portfolio, ensure governance **Tech Savviness:** Very High **Pain Points:** Use case prioritization, ROI measurement, stakeholder buy-in **Devices:** Desktop, laptop, mobile, dashboards

Customer Journeys (B2C)

Journey 1: First-Time EmCan App User with AI Chatbot

Persona: Ahmed (Retail Customer) **Goal:** Download app, find nearest station, understand loyalty program **Entry Point:** App Store / Google Play

Journey Steps

1. Discovery & Download

- Hears about EmCan app from friend or station signage
- Downloads app from store
- Opens app for first time

2. Onboarding

- Quick intro screens explaining features
- AI chatbot greeting: *"Hi! I'm your Emarat assistant. How can I help today?"*
- Prompts to enable location services

3. First Interaction with AI Chatbot

- Ahmed types: *"Where is the nearest fuel station?"*

- AI responds with:
 - Map showing 3 nearest stations
 - Current fuel prices at each
 - Estimated distance and drive time
 - Availability status (open/closed, queue length)

4. Learning About Loyalty Program

- Ahmed asks: "*What is EmCan rewards?*"
- AI explains:
 - How to earn points
 - Current promotions
 - How to redeem rewards
 - Provides link to sign up

5. Account Setup

- Ahmed creates account
- AI chatbot guides through vehicle registration
- Explains automatic reward mapping



6. First Visit to Station

- Ahmed visits station
- Scans QR code at pump
- AI automatically maps vehicle to account
- Confirms in app: "*Vehicle [Plate] linked! You'll earn points automatically on future visits.*"

7. Post-Visit

- Receives push notification with points earned
- AI chatbot: "*You earned 50 points! 200 more for a free car wash.*"
- Suggests related services available

Pain Points Addressed

-  **Before:** Unclear where stations are, confusing loyalty program
-  **After:** Instant answers, guided setup, automatic rewards

Success Metrics

- App downloads increase by 40%
 - 80% onboarding completion rate
 - 70% chatbot query auto-resolution
 - 25% increase in loyalty program sign-ups
-

Journey 2: Retail Store Shopping with Queue & Inventory Intelligence

Persona: Ahmed (Retail Customer) **Goal:** Quick shopping during fuel stop **Entry Point:** Pulls into Emarat station

Journey Steps

1. Arrival at Station

- Queue monitoring AI detects 3 cars waiting at pump
- Digital signage shows: "*Estimated wait: 5 mins | Store has no queue*"
- Ahmed decides to shop first, fuel after

2. Store Entry

- Footfall tracking AI registers entry (anonymously)
- Heat map analytics log movement pattern

3. Browsing for Products

- Looks for favorite energy drink on shelf
- Inventory AI has already detected low stock
- Staff received alert 10 minutes ago, restocking in progress

4. Finding Products

- Ahmed finds fully stocked shelf (thanks to AI alerts)
- Picks up drink, snacks, water



5. Checkout

- No queue at register (staffing optimized based on AI predictions)
- Fast checkout with loyalty points auto-applied
- Receipt shows points earned

6. Fuel Purchase

- Queue has cleared (detected by AI)
- Quick fuel purchase
- Total visit time: 8 minutes (vs. typical 15 minutes)

Pain Points Addressed

-  **Before:** Long waits, out-of-stock items, inefficient visits
-  **After:** Real-time queue info, stocked shelves, optimized flow

Success Metrics

- 30% reduction in average wait time
 - 25% reduction in out-of-stock incidents
 - 15% increase in convenience store revenue
 - Customer satisfaction score +20 points
-

Journey 3: Customer Support Issue Resolution

Persona: Ahmed (Retail Customer) **Goal:** Resolve issue with loyalty points not credited

Entry Point: EmCan app support section

Journey Steps

1. Issue Discovery

- Ahmed notices points from yesterday's visit not showing
- Opens EmCan app, navigates to Support

2. AI Chatbot Engagement

- Chatbot: *"Hi Ahmed! How can I help?"*
- Ahmed: *"My points from yesterday didn't show up"*

3. AI Investigation

- Chatbot accesses transaction history

- Finds transaction from yesterday
- Detects points were credited but with 24-hour delay (normal processing)

4. AI Resolution

- Chatbot: *"I found your transaction! Points are processing and will appear within 24 hours. You'll get 75 points for your AED 150 purchase."*
- Shows transaction details
- Offers to set reminder notification

5. Proactive Assistance

- Ahmed: *"Why does it take 24 hours?"*
- Chatbot explains processing time
- Offers FAQ link about points system



6. Escalation (if needed)

- If issue wasn't resolved, chatbot offers:
 - *"I can connect you with a specialist. Would you like to chat now or receive a callback?"*
- Agent receives full conversation context via AI assist tool

7. Follow-up

- Next day, points appear
- Chatbot sends notification: *"Your 75 points are now available!"*

Pain Points Addressed

-  **Before:** Long wait times, repetitive explanations, no visibility
-  **After:** Instant answers, transaction visibility, 24/7 availability

Success Metrics

- 80% issues resolved by AI without human agent
 - 60% reduction in support call volume
 - 90% customer satisfaction with AI support
 - Average resolution time: 2 minutes (vs. 15 minutes)
-

Employee Journeys (B2E)

Journey 4: Store Manager - Morning Operations Dashboard

Persona: Sarah (Store Manager) **Goal:** Start day with operational insights, address issues **Entry Point:** Arrives at station, opens MagVisionIQ dashboard

Journey Steps

1. Morning Login

- Sarah arrives at 7 AM
- Opens MagVisionIQ dashboard on tablet
- Greeted with personalized summary

2. Overnight Insights Review

- Dashboard shows:
 - Footfall traffic from previous day
 - Inventory alerts (3 items low stock)
 - Security alerts (1 unauthorized zone entry at 11 PM - reviewed, false alarm)
 - Queue analytics (peak hour was 5-6 PM)

3. Inventory Action

- Clicks on low-stock alert for bottled water
- AI shows:
 - Current stock: 15 units
 - Forecasted depletion: Today by 2 PM (high temperature forecast)
 - Recommended order: 100 units
- Sarah approves reorder with one click

4. Staffing Optimization

- AI demand forecast predicts busy afternoon (payday Friday)
- Suggests adding 1 staff member for 2-6 PM shift
- Sarah adjusts schedule in system




5. Conversational Query (Emarat Insights)

- Sarah asks: "*What were my top selling items yesterday?*"
- AI responds with:
 - Ranked list of top 10 items
 - Revenue contribution
 - Comparison to previous week
 - Recommendation: "Promote item #4 - high margin, growing demand"



6. Proactive Alert

- 11 AM: AI detects queue building at pump
- Alert sent to Sarah's mobile
- She redirects one store staff to assist at pumps

7. End-of-Day Review

- Dashboard shows:
 - Sales vs. target: 105% 
 - Inventory accuracy: 98% 
 - Customer wait time: -25% vs. last week 
 - AI insights on tomorrow's forecast

Pain Points Addressed

-  **Before:** Manual stock checks, reactive staffing, limited insights
-  **After:** Proactive alerts, predictive staffing, real-time intelligence

Success Metrics

- 50% faster morning setup
- 20% reduction in stockouts
- 30% improvement in staff allocation efficiency
- 15% increase in daily revenue

Journey 5: HR Manager - Hiring Process with AI

Persona: Fatima (HR Manager) **Goal:** Fill 5 open positions (2 attendants, 2 mechanics, 1 admin) **Entry Point:** HR portal on Oracle Fusion

Journey Steps

1. Job Posting

- Fatima posts jobs to career portal
- AI-powered hiring system activated
- Job distributed to multiple channels automatically

2. Application Intake (48 hours later)

- 127 applications received
- AI pre-screening system processes all resumes
- Extracts: Experience, education, skills, location, Emirati status

3. AI Screening Results

- Fatima logs in to AI hiring dashboard
- AI has shortlisted:
 - 12 candidates for attendant roles (scored 75%+)
 - 8 candidates for mechanic roles (scored 70%+)
 - 15 candidates for admin role (scored 80%+)
- Diversity metrics shown: 40% Emirati candidates in shortlist

4. Candidate Review

- Fatima reviews top candidates
- AI highlights:
 - Relevant experience keywords
 - Skills match to job requirements
 - Red flags (employment gaps, frequent job changes)
 - Recommendations with reasoning

5. Interview Scheduling

- Fatima selects 15 candidates for interviews
- AI scheduling assistant sends interview invites
- Auto-coordinates calendar availability
- Sends confirmations and reminders

6. Interview Support

- During interviews, AI provides:
 - Candidate summary sheet
 - Suggested interview questions based on resume gaps
 - Scoring rubric aligned to job requirements



7. Decision & Offer

- Fatima selects 5 final candidates
- AI generates offer letters from templates
- Tracks acceptance and onboarding steps

8. Analytics Review

- AI shows hiring metrics:
 - Time to hire: 12 days (vs. 30 days previous average)
 - Cost per hire: -40%
 - Diversity: 2 of 5 hires are Emirati 
 - Quality of hire score: 85%

Pain Points Addressed

-  **Before:** Manual resume screening, slow process, bias risk
-  **After:** AI pre-screening, 50% faster, diversity support

Success Metrics

- 60% reduction in time-to-hire
 - 127 → 35 qualified candidates (73% reduction in review time)
 - 40% Emirati representation in shortlist
 - 95% hiring manager satisfaction
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Journey 6: Finance Manager - Invoice Reconciliation




Persona: Rashid (Finance Manager) **Goal:** Process 200 vendor invoices this week **Entry Point:** Oracle Fusion AP module

Journey Steps



1. Morning Workflow

- Rashid opens AP dashboard
- AI document reconciliation has been running overnight
- 200 invoices received, 180 already processed by AI

2. AI Processing Summary

- Dashboard shows:
 -  150 invoices auto-matched (PO + Invoice + Receipt)
 -  30 invoices flagged for review (minor discrepancies)
 -  20 invoices rejected (major issues)

3. Review Auto-Matched Invoices

- Rashid spot-checks 10 of 150 auto-matched
- AI shows:
 - 3-way match details
 - Price variance: 0%
 - Quantity match: 
 - Terms compliance: 
- Rashid approves batch for payment

4. Address Flagged Invoices

- Opens first flagged invoice
- AI highlights: *"Price variance: 5% higher than PO. Reason detected: Fuel price escalation clause in contract."*
- AI provides contract reference
- Rashid verifies clause, approves invoice

5. Investigate Rejected Invoices

- Invoice #1: No matching PO found
 - AI suggests: *"Possible match to PO #12345 (85% confidence)"*
 - Rashid confirms, AI re-processes
- Invoice #2: Duplicate invoice detected
 - AI shows: *"Already paid on [date]"*
 - Rashid marks as duplicate, notifies vendor

6. Conversational Query

- Rashid asks AI: "*How much are we paying this vendor this month?*"
- AI responds:
 - Total: AED 450,000
 - 15 invoices
 - Comparison: +12% vs. last month
 - Breakdown by category
- Rashid investigates variance



7. End-of-Day

- 195 of 200 invoices processed
- 5 awaiting vendor clarification (auto-follow-up sent)
- Time spent: 2 hours (vs. 2 days previously)

8. Weekly Analytics

- AI shows:
 - Processing time: -80%
 - Error rate: 0.5% (vs. 8% manual)
 - On-time payments: 98% (vs. 75%)
 - Early payment discounts captured: AED 15,000

Pain Points Addressed

-  **Before:** Manual matching, errors, slow processing, missed discounts
-  **After:** 80% auto-processing, error reduction, fast turnaround

Success Metrics

- 80% invoices auto-processed
- 75% reduction in processing time
- 90% reduction in errors
- AED 180,000 annual savings from efficiency + discounts

Journey 7: Retail Employee - Daily Attendance Check-in

Persona: Ali (Fuel Station Attendant) **Goal:** Clock in for shift **Entry Point:** Arrives at station

Journey Steps

1. Arrival

- Ali arrives at 7:55 AM for 8 AM shift
- Walks to employee entrance

2. Facial Recognition Check-in

- Stands in front of camera at entrance
- AI facial recognition system:
 - Detects face
 - Matches to employee database
 - Verifies liveness (not a photo)
 - Records timestamp: 7:56 AM



3. Confirmation

- Screen displays: *"Welcome Ali! Shift starts at 8:00 AM"*
- Green checkmark shown
- Attendance logged in Oracle Fusion HRIS

4. Safety Check

- Ali proceeds to locker room
- Changes into uniform
- Collects PPE (safety vest, gloves)

5. Entering Work Area

- AI safety monitoring detects Ali entering pump area
- Checks for uniform compliance: 
- Checks for PPE: 
- No alerts triggered

6. Mid-Shift Break


- Ali takes lunch break at 12 PM
- Exits to break room

- AI logs break start time (automatic)

7. Return from Break

- Returns at 12:30 PM
- Facial recognition logs return
- Break duration auto-calculated: 30 minutes



8. End of Shift

- Ali clocks out at 4 PM
- Facial recognition confirms checkout
- AI calculates:
 - Work hours: 7.5 hours (excluding break)
 - Overtime: 0
 - Attendance status: On-time 

9. Payroll Integration

- Hours automatically sync to payroll system
- No manual timesheet needed

Pain Points Addressed

-  **Before:** Manual punch cards, buddy punching, errors, disputes
-  **After:** Contactless, accurate, automated, no disputes

Success Metrics

- 100% attendance accuracy
- Zero buddy punching incidents
- 90% reduction in timesheet disputes
- 50% faster payroll processing

Journey 8: Employee Self-Service with AI Helpdesk

Persona: Layla (Retail Store Employee) **Goal:** Check leave balance and request time off

Entry Point: Employee portal or WhatsApp chatbot

Journey Steps

1. Access AI Helpdesk

- Layla opens employee WhatsApp chatbot (or portal)
- Authenticates with employee ID




2. Leave Balance Query

- Layla: *"How many vacation days do I have left?"*
- AI accesses Oracle Fusion HRIS
- AI responds:
 - *"You have 12 vacation days remaining for 2025"*
 - *"You've used 8 days so far"*
 - Shows breakdown by leave type

3. Leave Request

- Layla: *"I want to take 3 days off next month"*
- AI: *"What dates do you need?"*
- Layla: *"December 15-17"*

4. AI Validation

- AI checks:
 - Leave balance:  (12 days available)
 - Blackout dates:  (no conflicts)
 - Staffing requirements:  (2 other employees off those dates)
- AI: *"Those dates have limited coverage. Your manager will need to approve. Should I submit the request?"*

5. Submission

- Layla: *"Yes"*
- AI submits request to manager Sarah
- Confirmation: *"Request submitted! You'll get a response within 24 hours."*

6. Manager Notification

- Sarah receives request in her dashboard
- AI provides context:
 - Staffing impact analysis

- Coverage recommendations
- Alternative dates if rejection needed

7. Approval

- Sarah approves request
- Adds one temporary staff member for coverage



8. Confirmation to Employee

- Layla receives notification:
 - *"Your leave for Dec 15-17 is approved!"*
 - Calendar invite sent
 - Leave balance updated: 9 days remaining

9. Additional Queries

- Layla: *"What's the policy on sick leave?"*
- AI provides policy document excerpt with key points
- Offers to send full policy via email

Pain Points Addressed

-  **Before:** Long wait for HR responses, unclear balances, manual requests
-  **After:** Instant answers, self-service, 24/7 availability

Success Metrics

- 70% of employee queries handled by AI
- 5-minute average response time (vs. 2 days)
- 95% employee satisfaction
- 80% reduction in HR support tickets

Business Customer Journeys (B2B)

Journey 9: Fleet Manager - Commercial Fuel Order

Persona: Khalid (Fleet Manager) **Goal:** Place weekly fuel order for 50-vehicle fleet **Entry Point:** Phone call or web portal

Journey Steps

1. Order Initiation

- Khalid calls commercial sales line
- Option: *"Press 1 for AI order assistant, Press 2 for sales rep"*
- Selects AI assistant

2. AI Voice Order Taking

- AI: *"Hello Khalid! I see you manage a fleet of 50 vehicles. How can I help today?"*
- Khalid: *"I need to order diesel for next week"*

3. Order Details

- AI: *"How much diesel do you need?"*
- Khalid: *"5000 liters"*
- AI: *"Delivery to your usual location at [address]?"*
- Khalid: *"Yes"*

4. AI Recommendations

- AI analyzes Khalid's order history
- AI: *"Based on your usage, you typically order 6000 liters every 10 days. Would you like to increase to 6000 liters to avoid a second delivery?"*
- Khalid: *"Good idea, yes"*

5. Pricing & Confirmation

- AI: *"6000 liters of diesel at AED 2.85/liter = AED 17,100"*
- *"Delivery on Monday Dec 11 between 8-10 AM"*
- *"Confirm order?"*
- Khalid: *"Confirmed"*

6. Order Processing

- AI generates:
 - Demand order in system
 - Invoice draft

- Delivery schedule
- Sends confirmation email and SMS



7. Delivery Day

- Fleet vehicle recognition AI at delivery point
- Tracks delivery truck arrival: 8:15 AM
- Monitors loading time: 45 minutes
- Logs completion: 9:00 AM



8. Fleet Vehicle Monitoring

- During week, Khalid's trucks visit Emarat stations
- License plate recognition tracks each visit:
 - Truck #12: Fueled at Station A (3 PM, 200L)
 - Truck #25: Fueled at Station B (11 AM, 180L)
- AI detects Truck #7 idle at station for 35 minutes
- Alert sent to Khalid: "*Truck #7 idle at Station C for 35+ mins*"

9. Invoice Reconciliation

- End of month: Khalid receives invoice
- AI auto-matches:
 - Bulk delivery order 
 - Individual station visits 
 - Total fuel consumed: 6,800L
- Khalid approves invoice with one click

Pain Points Addressed

-  **Before:** Manual order calls, slow processing, no fleet visibility
-  **After:** Voice AI ordering, real-time tracking, automated invoicing

Success Metrics

- 50% faster order placement
 - 95% order accuracy
 - Real-time fleet visibility
 - 60% reduction in invoice disputes
-

Journey 10: Commercial Client - Contract Review

Persona: Salim (Procurement Manager at Logistics Company) **Goal:** Review and sign annual fuel supply contract with Emarat **Entry Point:** Receives draft contract via email

Journey Steps





1. Contract Receipt

- Salim receives 40-page fuel supply contract from Emarat
- Needs to review before board meeting in 2 days

2. Upload to AI Contract Review

- Logs into Emarat B2B portal
- Uploads contract to AI review tool
- AI begins analysis

3. AI Analysis (5 minutes)

- AI scans entire contract
- Compares to previous year's contract
- Identifies:
 - Standard clauses 
 - Modified clauses 
 - New clauses 
 - Potential risk clauses 

4. AI Summary Report

- AI provides executive summary:
 - **Key Changes:** Pricing escalation clause modified (fuel price cap increased 5%)
 - **New Terms:** Force majeure expanded to include cybersecurity incidents
 - **Risk Alerts:**
 - Clause 12.3: Unlimited liability for environmental damage
 - Clause 8.7: Auto-renewal without notice period
 - **Comparison:** 15% price increase vs. last year

5. Clause-by-Clause Review

- Salim clicks on risk alert for Clause 12.3
- AI explains:
 - *"This clause has unlimited liability exposure. Industry standard is capped at 2x annual contract value."*
 - Shows example from past contracts
 - Suggests alternative language

6. Negotiation Points

- AI generates list of 5 recommended negotiation points
- Provides comparable terms from industry standards
- Salim prepares for negotiation call



7. Redlining

- Salim uses AI to draft counter-proposal
- AI helps rewrite risky clauses
- Generates clean and redlined versions

8. Approval & Signature

- After negotiation, final contract agreed
- AI confirms all risk items addressed
- Salim signs electronically
- Contract stored and indexed for future reference

Pain Points Addressed

-  **Before:** Manual review, missed risks, slow turnaround, legal costs
-  **After:** 5-minute AI analysis, risk identification, faster negotiation

Success Metrics

- 90% reduction in contract review time
- 100% risk clause identification
- 50% reduction in legal review costs
- Faster contract turnaround (2 days vs. 2 weeks)

Admin & Management Journeys

Journey 11: AI CoE Lead - Use Case Discovery & Portfolio Management

Persona: Maryam (AI CoE Lead) **Goal:** Identify and prioritize new AI use cases from business units **Entry Point:** MagLabs Innovation Platform

Journey Steps

1. Quarterly Planning Kickoff

- Maryam opens MagLabs platform
- Reviews current AI portfolio:
 - 5 features in production
 - 3 features in pilot
 - 12 ideas in backlog

2. Use Case Intake

- MagLabs platform shows 8 new use case submissions from employees:
 - Retail Ops: Predictive maintenance for car wash machines
 - Finance: Expense report automation
 - HSE: Spill detection via computer vision
 - Marketing: Customer churn prediction
 - Supply Chain: Route optimization for delivery trucks
 - HR: Employee sentiment analysis
 - IT: Automated incident triage
 - Retail: Promotion effectiveness prediction

3. AI-Assisted Evaluation

- For each use case, MagLabs AI provides:
 - **Business Impact Score:** 1-10 (based on stated benefits)
 - **Technical Feasibility:** 1-10 (based on data availability, complexity)
 - **Data Readiness:** Red/Yellow/Green
 - **Estimated ROI:** Financial projection
 - **Implementation Timeline:** Weeks to production
 - **Resource Requirements:** Team size, budget

4. Prioritization Matrix

- AI ranks use cases on 2x2 matrix:
 - **High Impact, High Feasibility:** Spill detection, Promotion effectiveness
 - **High Impact, Low Feasibility:** Route optimization (data not ready)
 - **Low Impact, High Feasibility:** Expense automation
 - **Low Impact, Low Feasibility:** Sentiment analysis

5. Stakeholder Alignment

- Maryam schedules review meetings with business leads
- AI generates presentation decks for each use case
- Shows comparative analysis and recommendations

6. Fast-Track Selection

- Decision: Fast-track 2 use cases for proof-of-concept
 - Spill detection (HSE) - 4-week POC
 - Promotion effectiveness (Marketing) - 6-week POC
- Route optimization delayed until data layer ready


7. POC Execution

- MagLabs provides sandbox environment
- Data teams provision sample data
- AI engineers build prototypes



8. POC Review (6 weeks later)

- Spill detection POC results:
 - 95% accuracy in detecting spills
 - 5-minute faster response time
 - Projected savings: AED 500K/year (reduced fines, cleanup costs)
 - Decision: **Promote to production**
- Promotion effectiveness POC results:
 - 70% accuracy in predicting promo ROI
 - Needs more historical data
 - Decision: **Extend POC by 2 months**

9. Portfolio Dashboard Update

- Maryam updates portfolio:
 - 6 features in production (spill detection added)
 - 3 features in pilot (promotion effectiveness continues)
 - ROI tracker shows: AED 12M realized value YTD
 - Governance scorecard: All features compliant 

Pain Points Addressed

-  **Before:** Ad-hoc use case selection, no framework, unclear ROI
-  **After:** Structured intake, AI-assisted evaluation, transparent ROI tracking

Success Metrics

- 8 use cases evaluated in 1 week (vs. 1 month)
 - 85% prediction accuracy for ROI projections
 - 12-week average POC to production
 - AED 12M value delivered in Year 1
-

Journey 12: Executive Dashboard - CEO Monthly Review

Persona: Abdullah (CEO of Emarat) **Goal:** Review AI program performance and business impact **Entry Point:** MagVisionIQ Executive Dashboard

Journey Steps

1. Monthly Review Meeting

- Abdullah opens executive dashboard
- Views high-level AI program summary

2. Business Impact Overview


- Dashboard shows:
 - **Total AI Features Live:** 6
 - **Features in Development:** 3
 - **Total Business Value (YTD):** AED 12.5M
 - Cost Savings: AED 7M

- Revenue Growth: AED 4M
- Risk Avoidance: AED 1.5M

3. Feature-by-Feature Performance

- Clicks into detailed view:


Customer Support AI

- Call volume reduction: 45%
- Cost savings: AED 2.1M
- Customer satisfaction: 92%
- Status:  Exceeding targets

Document Reconciliation

- Invoices processed: 8,450
- Processing time reduction: 78%
- Error reduction: 91%
- Savings: AED 1.8M
- Status:  On track



Queue Monitoring

- Average wait time reduction: 32%
- Customer satisfaction increase: +18 pts
- Revenue impact: AED 1.2M (reduced walkways)
- Status:  On track

4. Conversational Query

- Abdullah asks via voice: *"Which AI feature has the highest ROI?"*
- AI responds:
 - *"Document Reconciliation: 8.5x ROI in 6 months"*
 - Shows calculation breakdown
 - Suggests: "Similar opportunity in vendor onboarding - recommend fast-track"

5. Risk & Compliance View

- Abdullah checks governance scorecard:
 - All 6 features have governance documentation 
 - 2 features underwent bias audit (passed) 

- 1 feature flagged for drift monitoring (addressed) ⚠️
- Data privacy compliance: 100% ✅

6. Employee Impact

- Dashboard shows:
 - Employees using AI tools: 450 (75% of workforce)
 - Training completion: 88%
 - Employee AI satisfaction: 4.2/5
 - No FTE reductions (augmentation only) ✅

7. Customer Sentiment

- AI aggregates customer feedback:
 - EmCan app reviews: 4.5/5 (up from 3.8)
 - NPS score: +12 points
 - Top praised feature: AI chatbot convenience

8. Strategic Decisions

- Based on dashboard insights, Abdullah:
 - Approves budget for 3 additional use cases
 - Requests expansion of document AI to other departments
 - Asks for quarterly AI showcase for board

9. Peer Benchmarking

- AI shows industry comparison:
 - Emarat AI maturity: Top 15% in energy sector
 - ROI vs. peers: 2.3x higher
 - Time to production: 40% faster

Pain Points Addressed

- ❌ **Before:** Fragmented reports, unclear ROI, hard to track impact
- ✅ **After:** Single dashboard, real-time metrics, clear business value

Success Metrics

- 10-minute exec review (vs. 2-hour presentations)
- 100% visibility into AI portfolio

- Data-driven investment decisions
 - Clear governance oversight
-

Cross-Journey Touchpoints

Touchpoint 1: Data Layer Integration

Connected Journeys: All employee and management journeys

Integration Points:

- Oracle Fusion (ERP) - HR data, financials, procurement
- LS Retail (POS) - Sales transactions, inventory
- Salesforce (CRM) - Customer interactions
- EmKan - Loyalty program data
- CCTV - Computer vision feeds

User Experience:

- Seamless data access across all AI features
 - Single sign-on (SSO)
 - Consistent semantic layer (same metrics everywhere)
 - Real-time data freshness
-

Touchpoint 2: Mobile Experience

Connected Journeys: Customer (EmCan app), Employees (attendance, helpdesk), Managers (dashboards)

Consistency Requirements:

- Emarat branding across all interfaces
- Responsive design for all devices
- Offline mode for critical functions
- Push notification standards
- Accessibility compliance

Touchpoint 3: AI Governance & Explainability

Connected Journeys: All journeys with AI decision-making

Principles:

- Human-in-the-loop for consequential decisions
- Explainable AI outputs (show reasoning)
- Audit trails for all AI actions
- User feedback mechanisms
- Escalation paths when AI uncertain

Example Implementations:

- Customer Support AI: Shows confidence score, offers human escalation
 - Document Reconciliation: Highlights match logic, allows override
 - Hiring AI: Explains candidate scoring, prevents bias
 - Contract Review: Cites clauses, shows risk reasoning
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Touchpoint 4: Multilingual Support

Connected Journeys: All customer and employee-facing journeys

Languages:

- English (primary)
- Arabic (required for Emirati customers/employees)

Implementation:

- NLP models trained on both languages
 - UI text in both languages (toggle)
 - Voice AI supports both languages
 - Cultural context awareness
-

Journey Success Metrics Summary

Journey	Primary User	Key Metric	Target	Status
EmCan App First-Time User	Customer	Onboarding completion	70%	Baseline
Retail Shopping	Customer	Wait time reduction	30%	Target
Customer Support	Customer	Auto-resolution rate	80%	Target
Store Manager Dashboard	Manager	Daily setup time	-50%	Target
AI-Powered Hiring	HR	Time-to-hire reduction	60%	Target
Invoice Reconciliation	Finance	Auto-processing rate	80%	Target
Facial Attendance	Employee	Accuracy	100%	Target
Employee Helpdesk	Employee	Query resolution	70% AI	Target
Fleet Fuel Order	B2B Customer	Order time reduction	50%	Target
Contract Review	B2B Customer	Review time reduction	90%	Target
Use Case Discovery	AI CoE Lead	POC to production	12 weeks	Target
CEO Dashboard	Executive	Review time	10 mins	Target

Design Implications

UI/UX Requirements from Journeys

1. Conversational Interfaces

- Natural language input primary for many journeys
- Voice support for B2B ordering, employee queries
- Chatbot UIs with context persistence

2. **Dashboard-First Design**

- Role-based dashboards (Store Manager, Finance, Executive)
- Real-time data updates
- Drill-down capabilities
- Mobile-responsive

3. **Proactive Notifications**

- Push notifications for alerts (queue, inventory, attendance)
- Smart timing (not intrusive)
- Actionable (tap to resolve)

4. **Guided Workflows**

- Step-by-step processes (onboarding, ordering)
- Progress indicators
- Context-aware help

5. **Explainable AI**

- Show confidence scores
- Explain recommendations
- Allow overrides
- Provide audit trails

6. **Accessibility**

- WCAG 2.1 AA compliance
- Screen reader support
- High contrast modes
- Large touch targets