

Smart government does not mean digital transformation

[Assem Hijazi – Experience, Knowledge & Ideas](#)

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Amazon physical stores. Amazon still opening new stores target around 3000 stores world-wide. You can find many articles talking about why Amazon opening physical stores but at the end it is around the customer experience. Direct human to human interaction is a must , you can not replace the customer experience with only digital experience when you must build integrated model between physical and digital experiences.

Better people experience. Governments main goals are to provide better services for people , build a better experience and enhance people satisfaction with governments. Government must study carefully when and why to apply technicalities and digital transformation at any services they provide.

Miss use of technologies. Technologies are tools to provide better services, miss use of technologies will lead to major negative impact in the country economy and government strategies.

Dubai has a create example of smart government. Amer is one of the greatest example world-wide for human centric services focus. They built integrated physical and digital services experience for people. With many physical branches across Dubai , Amer still provide great online services through smart apps and web portals.

Research center is a must. To study the human “people” behavior and build be better people experience for government , a smart government must build a research center to study the integrated physical and digital experiences needed. Provide comprehensive study when to apply digital or physical or integrated experience services.