

Press Release

## DEWA provides its virtual employee Rammas on Instagram, becoming the first government entity in the UAE to use a chatbot on Instagram

**Dubai, UAE, 1 March 2023:** Dubai Electricity and Water Authority (DEWA) has announced that Rammas, its virtual employee that uses Artificial Intelligence (AI), is now available on its Instagram channel through the 'Message' feature. This makes DEWA the first government organisation in the UAE to use chatbot technology on Instagram. The move is part of DEWA's ongoing efforts to provide a seamless experience for its customers using the latest technologies.

"Providing Rammas' services through Instagram underlines DEWA's efforts to utilise its digital infrastructure and AI to enhance the happiness of customers and all stakeholders by providing value-added services that enrich their experience. It comes after announcing the use of ChatGPT to enrich DEWA's services. The move supports our efforts to use AI across all our services and operations to reduce the number of visits to DEWA's customer happiness centres. This supports the UAE National Strategy for Artificial Intelligence 2031, the Dubai 10X initiative and the Smart Dubai initiative, which aims to make Dubai the smartest and happiest city in the world," said **HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.**

Rammas can learn and understand the needs of customers based on their enquiries to help them complete their transactions and provide them with information. This is done through two methods of interaction: choosing from the list of services or using direct questions. Rammas provides 11 transactional services in addition to information on 200 services and features for all stakeholders including customers, developers, and partners, among others. Since its inception in Q1, 2017 until the end of 2022, Rammas has answered over 6.8 million enquiries.

Rammas services are available round the clock in Arabic and English through DEWA's website ([www.dewa.gov.ae](http://www.dewa.gov.ae)), its smart app, its Facebook account, Amazon's Alexa, Google Assistant, robots, and WhatsApp Business at (046019999).

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For more information, please visit DEWA's website [www.dewa.gov.ae](http://www.dewa.gov.ae)

**DEWA's social media accounts:**



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