



وزارة الحرس الوطني - الشؤون الصحية

MINISTRY OF NATIONAL GUARD HEALTH AFFAIRS

MNGHA

Results of Development and improvement of chatbot Initiative

Overview of the initiative

Ministry of National Guard Health Affairs launched Chatbot enhancement Initiative to improve the user experience and ensure a smooth and simplified interaction. The initiative encourages all beneficiaries to participate in the survey by providing their feedback and suggestions on the service design and features, to ensure service quality improvement and development of a more effective and seamless communication experience.

Objectives of the initiative

Ministry of National Guard Health Affairs aims to enhance chatbot service and gather beneficiaries' feedback to enhance its usability. This is achieved through an interactive survey that considers users' needs and takes participants' feedback into account during the service development process.

Initiative Period – Participation Channel

Initiative Period

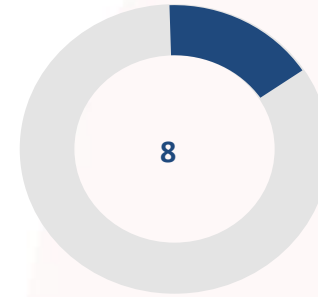
01/11/2025 - 01/12/2025

Participation Channel

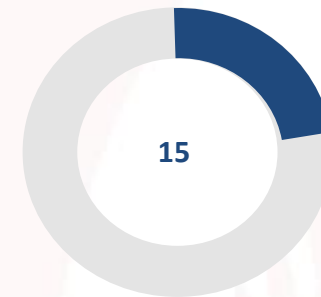
[MNGHA Website](#)

Proposed Options and statistics

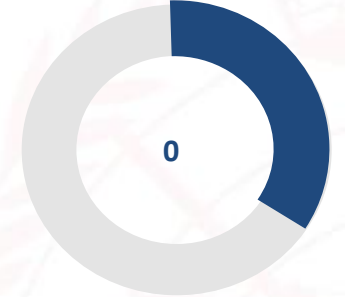
How Satisfied are you with MNGHA website chatbot service?



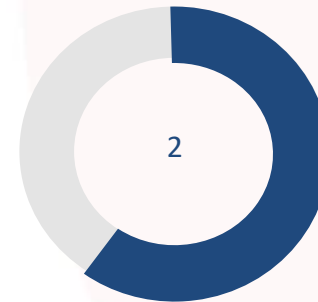
Very Satisfied



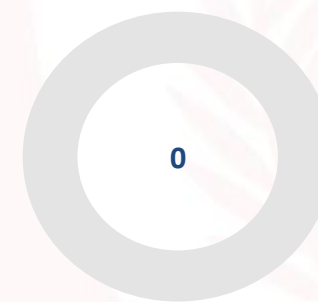
Satisfied



Neither



Unsatisfied



Very Unsatisfied

25
participants

Results and impact

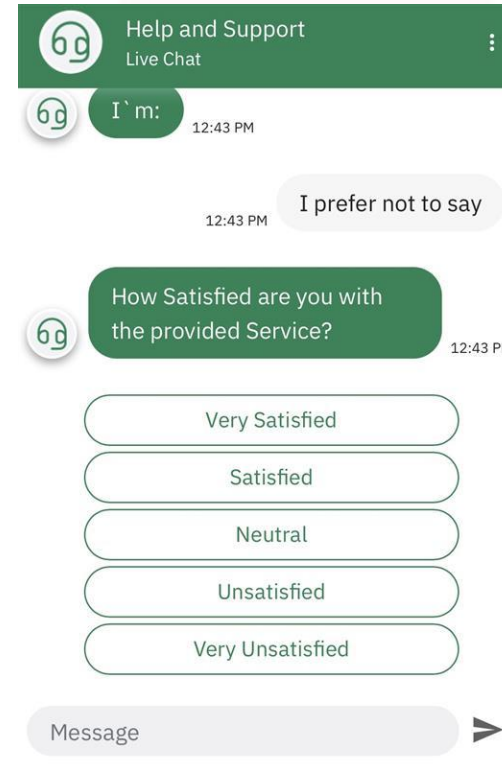
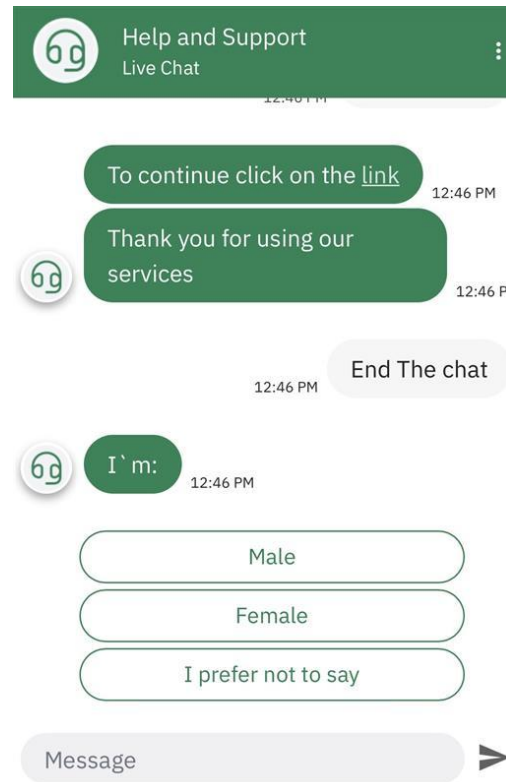
The Chatbot enhancement initiative contributed to gathering beneficiary feedback, identifying opportunities to enhance the user experience, and establishing mechanisms for measuring service quality.

Based on the survey results, Chatbot service evaluation feature was implemented to continuously measure beneficiary satisfaction and enhance communication effectiveness.

Furthermore, the received feedback was analyzed and addressed, revealing that the limited scope of digital channels was one of the identified challenges. Accordingly, improvement efforts include expanding digital channels alongside the website to include additional platforms—such as WhatsApp (+966-801111-11) and social media—to enhance communication effectiveness.

Results and impact

The Implementation of Chatbot evaluation feature facilitates direct measurement of beneficiary satisfaction and the immediate identification of improvement opportunities, supporting elevated service quality and the continuous enhancement of the user experience



Thank you

