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The Relationship between Gem 2.0 and Customer Satisfaction

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Abstract

Purpose: The UAE administration developed the GEM 2.0 model to enhance the well-being of the UAE citizens. In addition, it is essential to make governance future-oriented and future-ready. This model incorporates several beneficial principles for customer gratification and organizational and governance effectiveness.

Methodology: This research paper focused on the way followed by the GEM 2.0 model to be restarted to customer gratification by discovering several factors contributing to customer gratification in literature as well as aligning with those factors to GEM 2.0.

Findings: The paper found that customer satisfaction depends on service quality, service delivery systemization, reliability, and responsiveness. Service excellence is associated with future preparedness in addition to strategic competitiveness. It further incorporates service delivery systemization, responsiveness, and reliability related to organizing resources and assets and data and knowledge management.

Unique Contribution to Theory, Practice and policy: The study highlights the importance of adopting customer-centric governance models, such as the GEM 2.0 model, to enhance citizen well-being and ensure future-oriented governance in the UAE. The study provides valuable insights into aligning governance practices with customer satisfaction by identifying critical factors such as service quality, reliability, responsiveness, and service delivery systemization.

Keywords: *GEM 2.0, Customer Satisfaction, Service Quality, Governance*

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INTRODUCTION

Out of the diverse roles of my government is to foresee the upcoming state and create plans in addition to necessary changes accordingly. These are crucial to prepare the country to confront future changes. Planning and implantation are the core of this approach. Governments make themselves ready and aligned with the future. Government Excellence Model (GEM) 2.0 was established by the United Arab Emirates (UAE) government as one such strategy and a sustainable development plan encapsulating everything from the anticipated changes. In addition, it comprises current assets and resources. In addition, it incorporates the necessary government model in favor of adopting and responding to upcoming scenarios and circumstances (GEM.gov, n.d.). According to the figure below presenting the GEM 2.0, the significance of the said model promotes upcoming preparedness, innovation, and disruptive thinking. In addition, it comprises current assets and resources and incorporates the necessary government model to adapt and respond to upcoming scenarios and circumstances.

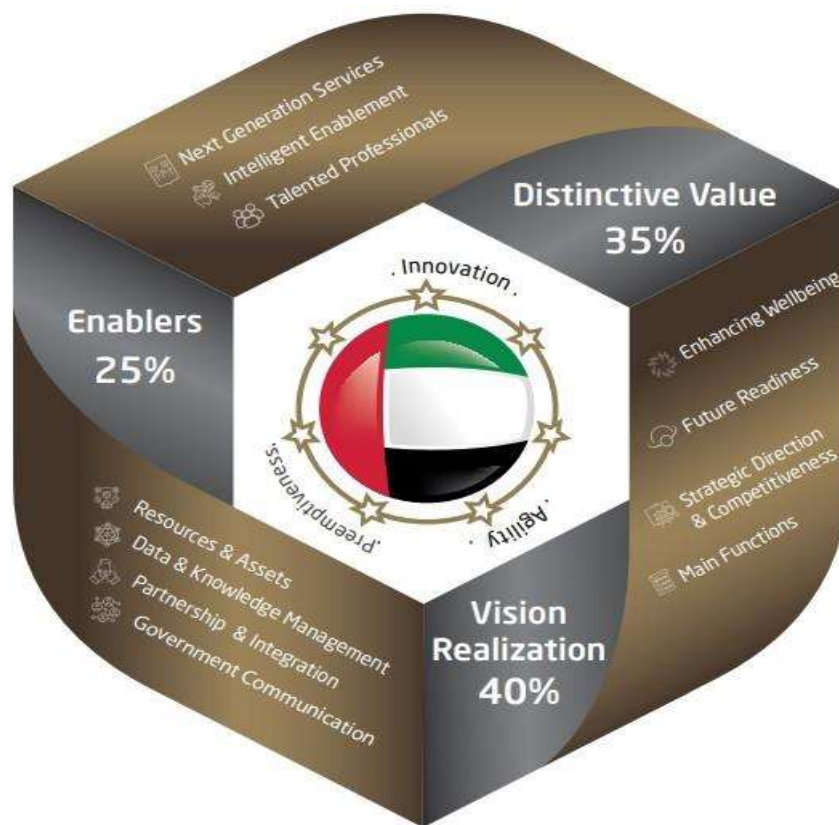


Figure 1: GEM 2.0 Model (GEM Manual, 2020)

Moreover, all government functions offer sustainable and excellent value creation (GEM Manual, 2020). The model also endorses an “ecosystem perspective” within the government, meaning the government considers itself part of an ecosystem where the activities and targets of various sectors impact the strategy and outcomes of government plans and measures. It impacts the strategy and results of government plans and measures. A few goals recognized by the government are upcoming preparedness. It creates customer-centric value, human capital, and empowerment. It optimizes the strategies and resources through intelligent partnerships. It develops the capacity for knowledge sharing as well as management. It synergizes through partnership and stakeholder orientation. The model further highlights tracking procedures for

these aims. The model further highlights tracking procedures for these aims by assessing negativities, fixing faults, and implementing objectives based on contingency (GEM Manual, 2020). It assesses the negativities, fixes faults, and implements several objectives based on contingency (GEM Manual, 2020). A few necessary measures incorporate ambitious vision, leadership, well-being enhancement, and anticipating and adapting. It inspires confidence in addition to measurement based on outcomes and embracing the ecosystem. It further ensures benefits realization, transformational and disruptive mindset, and government administration (GEM.gov, n.d.). Customer satisfaction is a central theme of this model. This research explores how the GEM 2.0 model, with its focus on customer-centric value, aligns with and supports the principles of customer satisfaction.

It can be monitored from these objectives, dimensions, and rules that enhance the UAE inhabitant's well-being and develop a customer-centric approach from administrative operations. These are the central themes of this model. It can be said that this model aims at customer gratification in this way. In this case, an individual can view through the literature on consumer gratification how the fundamentals of the model are aligned with and support consumer station. This research paper sheds light on the relationship between GEM 2.0 and customer satisfaction GEM 2.0 and customer satisfaction. It further links the adopted principles and goals in GEM 2.0 with the factors associated with customer gratification.

Problem Statement

Even though the GEM 2.0 model outlines a comprehensive framework for enhancing government functions and fostering a customer-centric approach, there is a lack of in-depth understanding of how these principles align with and influence customer satisfaction. Previous studies have primarily focused on GEM 2.0's operational effectiveness and its role in improving administrative efficiency.

Research Questions

The foremost and crucial question of this research paper is according to the way in which the GEM 2.0 model links with customer satisfaction. Additionally, some crucial questions concerning this are given below:

1. What are the significant aspects contributing to customer gratification?
2. How are the factors contributing to customer gratification associated with GEM 2.0?
3. How can the government authority refocus GEM 2.0 to reinforce customer gratification?
4. How do diverse demographic features affect customer gratification within the GEM 2.0 outline?
5. What role does technology assimilation play in increasing customer gratification through GEM 2.0?
6. How can GEM 2.0's facility excellence be enhanced to healthier meet customer prospects and gratification?

METHODOLOGY

Research Design

The research used qualitative and quantitative information from academic articles and trustworthy websites to study the GEM 2.0 model outline in the UAE. The primary stage in the

procedure involved gathering descriptions and explanations of GEM 2.0. It focuses on how the UAE government has organized this package and its planned objectives. GEM 2.0, calculated as an inclusive model, seeks to nurture a value-driven, viable, and future-concerned economy. The prime goal is to align the UAE's financial and administrative policies with the broader vision of attaining long-lasting well-being in favor of its inhabitants. This comprises generating a dynamic atmosphere in which teaching, recruitment, technological progressions, global relationships, administrative procedures, and healthcare facilities congregate to improve excellence of life (GEM.gov, n.d.). The model's important values are entrenched in the confidence that the UAE administration can navigate financial and social growth by leveraging its incomes, predominantly human capital, by its vision for sustainability and inhabitants' well-being.

Data Collection Method

These values are frequently understood as the "intellect" of the UAE administration. It informs decision-making and policy improvement. The emphasis is on developing government presentation as well as service delivery. It directly influences inhabitants' gratification with the public segment. In parallel, administrations worldwide seek to improve customer gratification through their products and facilities and develop a foundation for the study's following phase. It further inspects the way in which GEM 2.0's philosophies relate to customer gratification and its variables (GEM.gov, n.d.). Customer gratification, a core topic in commercial and administration literature, incorporates several measurements, such as service excellence, product gratification, receptiveness, and value insight. However, the literature on the association between GEM 2.0 and customer gratification remains rare. The research required to overcome this gap by exploring how the ideologies and purposes of GEM 2.0 intersect with key rudiments of customer gratification. To do that, the research collected secondary information from several academic studies and dependable websites concentrating on consumer gratification.

Data Analysis Techniques

Key variables, like the excellence of facilities, public sector receptiveness, and the apparent value of government agendas, were measured to comprehend how they align with GEM 2.0's objectives of cultivating inhabitants' well-being. To confirm the trustworthiness and dependability of the information, only peer-reviewed academic training and magazines from official government websites, counting those from GEM 2.0, were used. This severe assortment procedure assures that the foundations meet the compulsory values of quality and significance. The following step complicated analyzing the nonfiction through a thematic inspection (GEM.gov, n.d.). It assisted in recognizing the most relevant themes and tendencies. This procedure also enabled the research to discourse key queries about the association between GEM 2.0's ideologies and the variables impacting customer gratification. The thematic examination exposed numerous influences between the UAE government's GEM 2.0 perfect and the broader concept of consumer gratification.

Ethical Consideration

The principles of clearness, competence, and receptiveness in the public sector matched influences that affect customer gratification in administrations carefully by scrutinizing these ideologies in the background of GEM 2.0. It became vibrant that the administrative presentation and administrative facility distribution shared goals of cultivating stakeholder involvement. This study thoroughly examined ethical principles of clearness, competence, and

receptiveness in the context of GEM 2.0, emphasizing their alignment with factors influencing customer satisfaction in public sector organizations. The research adhered to key ethical guidelines to ensure the integrity and reliability of findings. Informed consent was obtained from all participants involved in the study to ensure their voluntary participation. Data confidentiality was strictly maintained, with personal and sensitive information securely stored and anonymized to protect stakeholder privacy.

LITERATURE REVIEW

Customer gratification has a long-term emphasis on the core theme in the study of service organization, marketing, and consumer behavior. Scholars and practitioners have thoroughly explored the various measurements contributing to customer gratification. It is associated with focusing on how it is embedded with service quality. Moreover, it systematises services in addition to reliability, empathy as well as responsiveness. This literature review targets to explore these crucial factors. It delivers insights into how each is dedicated to customer gratification. The emphasis will stay on the relationship between service quality as well as customer gratification. In addition, it sheds light on key factors such as service synchronization, reliability, empathy, and responsiveness. The foremost themes related to the literature review are addressed and discussed below:

Service Quality and Customer Satisfaction

The association between service excellence and purchaser gratification is widely deliberated in the literature. It is a shared belief that purchaser gratification is integrally related to service excellence (Oh and Kim, 2017). Service excellence is an abstract thought, often problematic to amount straight, but it can be unspoken through numerous facility mechanisms and customer attitudes. Service excellence is characteristically assessed by how healthy a facility encounters or surpasses customer prospects and requirements. It comprises several magnitudes, such as dependability, receptiveness, understanding, declaration, and tangibles. These are pointers of service excellence. Oh and Kim (2017) argue that facility excellence and customer gratification are connected, but they are distinct notions. While provision quality emphasizes how well a provision meets customer prospects, customer gratification replicates the complete expressive answer of the purchaser to the service knowledge. In other words, customer gratification is the consequence of the customer's insight into the service quality accepted.

Consequently, businesses pointing to improving customer gratification must prefer service superiority. Research has found that the completion of customer prospects through the delivery of first-class amenities leads to amplified gratification. It is a key pointer of customer faithfulness (Oh and Kim, 2017). Rita, Oliveira, and Farisa (2019) opined on this concept by familiarizing a user-based method of service, where quality routinely interprets into gratification. This approach emphasizes that, for many consumers, the experience of getting quality facilities leads straight to an optimistic perception of gratification. However, it is significant to note that clientele may understand and appraise service excellence otherwise, grounded on distinct prospects and preceding experiences. Consequently, service breadwinners must identify the dynamic countryside of service excellence and unceasingly adapt to purchaser favorites to uphold gratification stages.

Systematization of Services and Customer Satisfaction

A key component that has arisen in the literature on consumer gratification is the codification of facilities. Codification denotes the arranged and prearranged distribution of facilities in a way that brings them into line with customer preferences. According to Nayan and Hassan

(2020), for any customer-oriented model to attain gratification, there must be an emphasis on the well-organized preparation and delivery of service distribution. Service schemes that are muddled or poorly organized tend to result in displeasure, as they are incapable of satisfying customer prospects concerning speed, dependability, and ease of usage. In this background, service codification becomes vital. A well-organized service delivery procedure safeguards that the consumer's requirements are addressed punctually and efficiently. A seamless knowledge across diverse service networks, whether online or offline, enables consumers to interrelate with the service breadwinner with minimal resistance, causative to gratification (Marketing Charts, 2015).

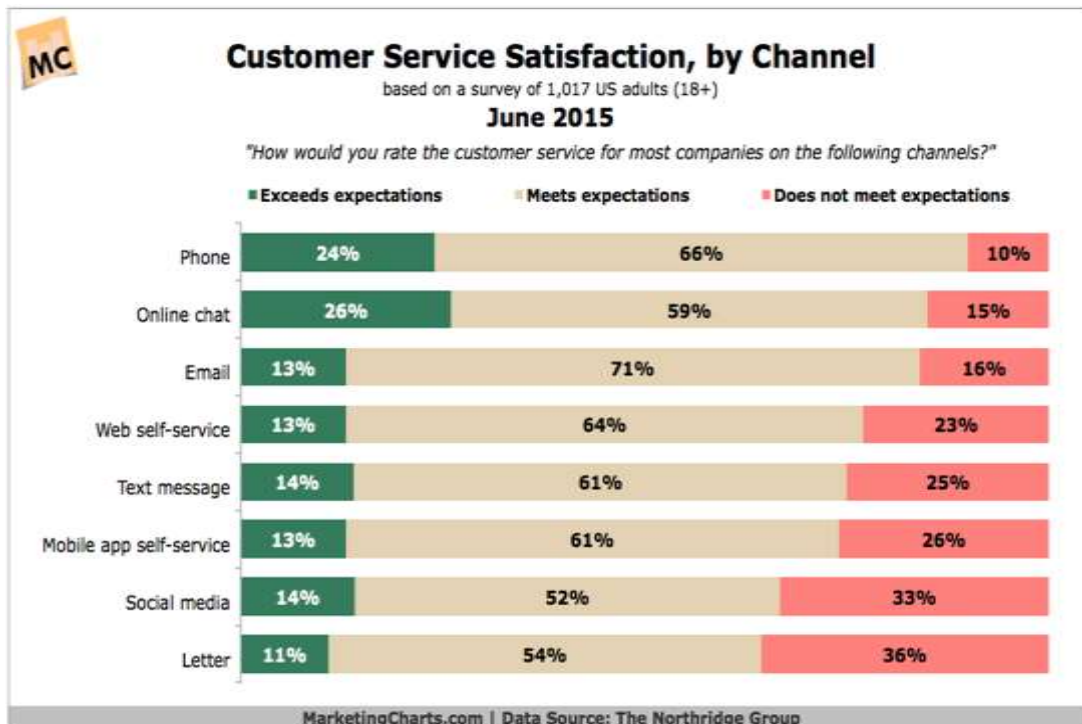


Figure 2: Customer Satisfaction Relationship with Service Channels (Marketing Charts, 2015)

Thus, an operative facility distribution scheme must order nimbleness and speed, ensuring customers' requirements are addressed rapidly and professionally. The significance of facility distribution speed cannot be exaggerated. Speed and nimbleness in facility delivery have been displayed to associate optimistically with customer gratification. Clienteles frequently expect immediate replies, whether it is to inquiries, instructions, or grievances. When service breadwinners fail to meet these prospects, purchaser displeasure ascends. Accordingly, governments must set strong purposes concerning service rapidity and suppleness as part of their customer gratification approach.

Reliability and Consistency of Service Delivery

Reliability is an additional critical feature impacting customer gratification. Reliability denotes the capability of the facility breadwinner to reliably encounter the potentials made to the purchaser, safeguarding the service is transported as predictable every time (Sullivan et al., 1996). The constancy of in-service distribution is supreme to customer gratification, as it delivers clientele with the sureness that the facility will meet their requirements and prospects similarly each time they interrelate with the breadwinner. Sullivan et al. (1996) argue that the

constancy of facilities plays a pivotal role in nurturing customer reliance and gratification. A dependable service breadwinner generates an atmosphere in which customers feel self-assured about the excellence of the service they will accept. Customers involved in reliable facilities are also likely to reappear, endorse the package to others, and be involved in optimistic word-of-mouth advertising.

Conversely, discrepancies in service distribution can lead to displeasure, erode reliance, and reduce customer faithfulness. For service breadwinners, safeguarding dependability means harmonizing procedures and executing vigorous quality control approaches. This can include setting strong service values, training workers to provide services dependably, and frequently measuring service presentation. In industries where service distribution is multifaceted or involves numerous touch points, dependability may also necessitate the organization of dissimilar service mechanisms to safeguard a hassle-free and steady customer experience.

Empathy and Customer Engagement

Empathy theatres a profound role in the growth of customer gratification. Empathy in a facility context mentions the capability of a service breadwinner to comprehend and care for the consumer's requirements and feelings. This expressive joining nurtures optimistic discernments of the association. It, in turn, improves customer gratification (Wieseke, Geigenmüller, and Kraus, 2012). Empathy is an important constituent of emotional intellect, and it can influence customer relations. Wieseke, Geigenmüller, and Kraus (2012) opine that when facility breadwinners validate empathy, they generate a robust bond with clientele, making them feel valued and realized. This leads to superior standards of customer gratification, as customers observe the breadwinner as sincerely caring for their requirements. Ye, Dong, and Lee (2017) further cited that empathy assists in building customer involvement, as it inspires customers to interrelate in an additionally confident way with the association.

When consumers trust that the organization maintains their happiness, they are more likely to be involved with the make, brand repeat acquisitions and supporter of the corporation. In applied terms, understanding can be articulated through the modified facility, active attending, and the delivery of custom-made resolutions that address distinct customer requirements. Service breadwinners can further train their workforces to distinguish expressive cues from clientele and reply in a way that displays comprehension and apprehension. By nurturing an empathetic atmosphere, governments can distinguish themselves from contestants and improve customer gratification. GEM 2.0 emphasizes empathy as a foundational principle within its framework for enhancing customer engagement. By embedding empathy into its objectives, GEM 2.0 encourages organizations to adopt strategies that prioritize understanding and addressing customer needs through personalized and responsive interactions.

Responsiveness and Service Costs

Responsiveness is considered an additional key factor that impacts customer gratification. It further refers to the timeliness and effectiveness with which the service providers address customers' requirements, concerts, and compliances. As opined by Oh and Kim (2017), responsiveness has two-fold dimensions. These are identified as providing services immediately in normal circumstances and responding effectively to consumer complaints or problems that may appear. In a modest marketplace, responsiveness is vital in upholding standard levels of gratification. In terms of service distribution, responsiveness can take many procedures, from rapid replies to customer queries to the influential administration of service disappointments. Customers expect service providers to be compulsory while dealing with

customer dissatisfaction. Well-organized handling of grievances safeguards that consumers feel valued and overheard. It can assist in restoring gratification even after an undesired experience.

Complaint management effectively addresses several issues more quickly. It resolves them to the customer stratification and contributes to upholding customer reliability. The interaction between service charges and gratification is multifaceted, as consumers seek value for their money. Conversely, customers may perceive satisfaction if they believe they are accepting excellent service in favor of a reasonable price. Thus, the service providers must harmonize service quality and expenses to satisfy customer expectations and enhance customer satisfaction. Responsiveness is a critical factor that significantly impacts customer satisfaction, referring to the timeliness and effectiveness with which service providers address customers' requirements, concerns, and compliance needs. GEM 2.0, the updated Government Excellence Model implemented in public service sectors, significantly enhances responsiveness by introducing innovative strategies and systems.

Summary

Customer satisfaction is considered a complex construct impacted by several aspects. In addition, it comprises service excellence being the most prominent aspect. All the factors, including service quality, trustworthiness, systemization, empathy, responsiveness, and service expenses, contribute significantly to designing the customer experience. This literature review displays that customer gratification is attained when the services exceed customer expectations. Moreover, each of these factors plays a role in this method. The organizations aim to improve customer gratification. It must prioritize service quality by safeguarding that its offerings are trustworthy, responsive as well as empathetic. The codification of facilities is also vital, as a well-organized service distribution procedure assists to fulfil customer requirements in an efficient way. Businesses can improve customer involvement, enhance gratification, and nurture long-lasting customer reliability by highlighting these key aspects.

Discussion and Conclusion

Customer gratification is critical for governments, as it directly affects their ability to maintain faithfulness and attractiveness in the marketplace. In the background of public facilities, customer gratification develops even more significantly, as it reproduces the achievement of government creativities in meeting the requirements of citizens. The literature on customer gratification emphasizes several key aspects that underwrite constructive service knowledge such as examination excellence, service distribution codification, dependability, understanding, receptiveness, and service prices. These factors align closely with the philosophies of GEM 2.0, an administration approach absorbed on ornamental the public sector's capability to serve countries through an additional well-organized, ground-breaking, and receptive system. This review discovers how these influences attach to GEM 2.0, predominantly in the background of the UAE administration's efforts to advance public service distribution. Facility excellence is widely documented as the grade to which a facility reaches or overcomes customer prospects. Clienteles form their prospects based on diverse influences, including their previous involvements with a facility wage-earner, technological progressions, social trends, and monetary thoughts (Oh & Kim, 2017).

In favour of administrations and establishments adopting GEM 2.0, confirming high service excellence includes accepting and forestalling customer requirements in a dynamic atmosphere. This necessitates being future-oriented and deliberately absorbed. For example,

an organization can bring future preparedness and attractiveness to developing customer demands. It is predominantly in an age where technology and social requirements are continually changing. For instance, in the UAE, the administration has ordered the incorporation of cutting-edge machinery into public service distribution. By accepting GEM 2.0, administration objects can safeguard they are prepared for upcoming technological disturbances and capable of meeting customer prospects with innovative answers. This forward-rational approach can include the usage of Artificial Intelligence (AI), Data Analytics, and additional developing technologies to advance service distribution. When an association is future-oriented, it can provide facilities that are not only present, further, anticipate and adapt to upcoming consumer requirements.

For instance, UAE PASS, an AI-powered platform, streamlines access to government services by enabling residents to securely log in and complete transactions without physical visits. Dubai Police's AI-driven systems predict and prevent crimes, ensuring safer communities and enhancing public trust. Data analytics enable predictive modelling to understand evolving customer needs and analyse feedback trends, helping governments refine their services proactively.

The influences of service delivery codification, dependability, and receptiveness are critical to meeting customer prospects and safeguarding gratification. GEM 2.0 delivers a planned outline to address these influences, predominantly emphasizing reserve administration, information and knowledge organization, and intelligent companies. Firstly, service distribution systematization needs the organization to rationalize procedures and generate a well-organized system for delivering facilities. GEM 2.0 simplifies this by concentrating on source and asset organization. Organizations can confirm that facilities are transported well and systematically by computing and establishing available belongings such as human capital, infrastructure, and knowledge. For instance, an operational provision distribution system might involve central data schemes that allow quick admission to data, safeguarding that facility providers can reply punctually and precisely to customer requirements. Dependability is an additional necessary factor.

Reliability is another essential factor. Customers expect services to be dependable and consistent. GEM 2.0 supports governments in improving reliability through robust data management systems. For example, by employing predictive analytics to monitor service patterns, the UAE government can proactively address potential issues, such as traffic congestion, through AI-enabled traffic management systems like Smart Dubai's AI-driven initiatives. These systems ensure that residents experience minimal service disruptions and reliable access to facilities.

Responsiveness, the ability to address customer inquiries and needs in a timely manner, is equally important. GEM 2.0 promotes intelligent organizations, which include collaborations between public and private sector entities. Such partnerships enable governments to tap into external expertise and resources, allowing for faster responses to customer needs. For example, the UAE's collaboration with Amazon Web Services has facilitated cloud-based solutions that improve the efficiency and speed of service delivery across government platforms.

GEM 2.0 endorses implementing intelligence-grounded systems to improve empathy in public facilities. These systems utilize information analytics and AI to gain visions into separate customer favorites and requirements, enabling public service breadwinners to propose additional personalized involvements. By including intelligence-grounded systems in their

processes, administrations can recover service distribution by concentrating on the exceptional requirements of countries. This could include dressmaking facilities for aging citizens, people with incapacities, or those from diverse cultural contexts. An instance of this is the UAE's usage of AI-powered podiums to personalize the government's facilities, safeguarding that inhabitants accept the most pertinent and well-timed help. Ultimately, service prices are an essential consideration for consumers. High charges can discourage inhabitants from utilizing public facilities or lead to displeasure. GEM 2.0 can assist to mitigate this encounter by endorsing competence and cost-efficiency through digital conversion and procedure optimization.

By leveraging knowledge and intelligent collaboration, administrations can diminish the prices linked with service distribution while upholding high values of standard and customer gratification.

Recommendations

Seeing the influences contributing to consumer gratification analyzed in the above literature review in addition to the association of these aspects with GEM 2.0 guidelines and approaches, the subsequent are few habits the government or any association implementing GEM 2.0 can familiarize to improve customer gratification, discussed below:

- The wide variety of facilities require to be measured, and the facilities should be obtainable grounded on their necessity, prices, and viability.
- Moreover, the range of facilities, preparation of amenities, capitals, and possessions must be so that the purchaser devotes minimal time overwhelming these amenities.
- Collaborations beyond the administrative field are suggested because consumers necessitate various amenities, even if those facilities do not mechanically fall within the breadwinner's authorized list of facilities.
- Distinct emphasis on customers improves customer awareness about eminence. It enhances involvement and likelihoods of maintaining clientele and making them satisfied.
- Ultimately, professionalism makes the facility delivering organization confidential. It should be the preference. Professionalism refers to the employee performance with consumers as other than technical services, emotional services should further be highlighted.

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