
Idea Management System Guide

Why Idea Management?

At DMCC, we believe that large numbers of small ideas allow an organisation to reach levels of service that are otherwise unachievable. Without them, it is impossible to attain excellence. Some of our best improvements have come straight from our members' feedback. 'Idea Themes'.

- You have an idea? Please share your out-of-the-box ideas.
- You recommend a better way to do things? Do not hesitate to let us know how we can serve you better.
- You want us to implement other industry best practices? 'Idea' is your platform, share your idea related to the prevailing theme.

Idea Management Platform

Idea Management platform named 'Idea' on your portal is the application, which aims at promoting suggestions and encouraging DMCC member companies to come up with useful and business related ideas. This document serves as your guide to posting Ideas as well as viewing the posted Ideas by others for promotion and comments.



Important Notes

- Only admins are allowed to post Ideas and hence we recommend that all admins inform the company officials about the Theme and post Ideas on behalf of the company.
- The Idea posted by the admins are considered to be the Idea of the company and not individuals.
- Each company can post a maximum of three Ideas per Theme.
- The Idea Management platform is not designed to submit complaints but rather to give an additional channel to express your Ideas to enable DMCC to enhance its services and improve your satisfaction.
- Any company that misuses the platform to post abusive content will not be able to participate in the Idea platform again and may be subject to a penalty.

Posting Ideas - Step 1

To get started, please log in to your member portal and select **Idea** tab from the top.

The screenshot shows the DMCC member portal interface. The top navigation bar includes 'HOME', 'MY COMPANY', 'MY EMPLOYEES', 'MY REPORTS', 'MY REQUESTS', 'MY CASES', 'IDEAS' (highlighted), 'MY SUPPORT', and 'MY E-SIGN'. The main content area is titled 'Production Testing Account' and features an 'Announcements' section with a message about 'Insure Direct LLC Launches Fast-Track Health Insurance Service'. Below this is a 'My Actions' table with columns for SR Number, Category, Action Details, Due Date, and Required Action. The table lists four pending actions related to document uploads and license address entry. To the right, there is a 'Company Notices' section with two penalty notifications dated 02/09/2015 and 22/06/2015. The left sidebar contains various service categories like Employee Services, Company Services, Member Services, Property Services, Value Added Services, and Compliance Services, along with a 'Portal Balance' section showing a balance of 1,884,178.072.20 AED. At the bottom, there are five main navigation tiles: My Company, My Reports, My Requests (with a 211 notification), My Cases, and My Support.

SR Number	Category	Action Details	Due Date	Required Action
0500082	Pending Step	Upload Documents - Application - New company	Due Now	Review Step →
0512142	Pending Step	Enter License Address - New Company License	Due Now	Review Step →
0614640	Pending Step	Pending submission of original documents - Applicat...	Due Now	Visit DMCC Counter
0614652	Pending Step	Pending submission of original documents - Applicat...	Due Now	Visit DMCC Counter

Posting Ideas - Step 2

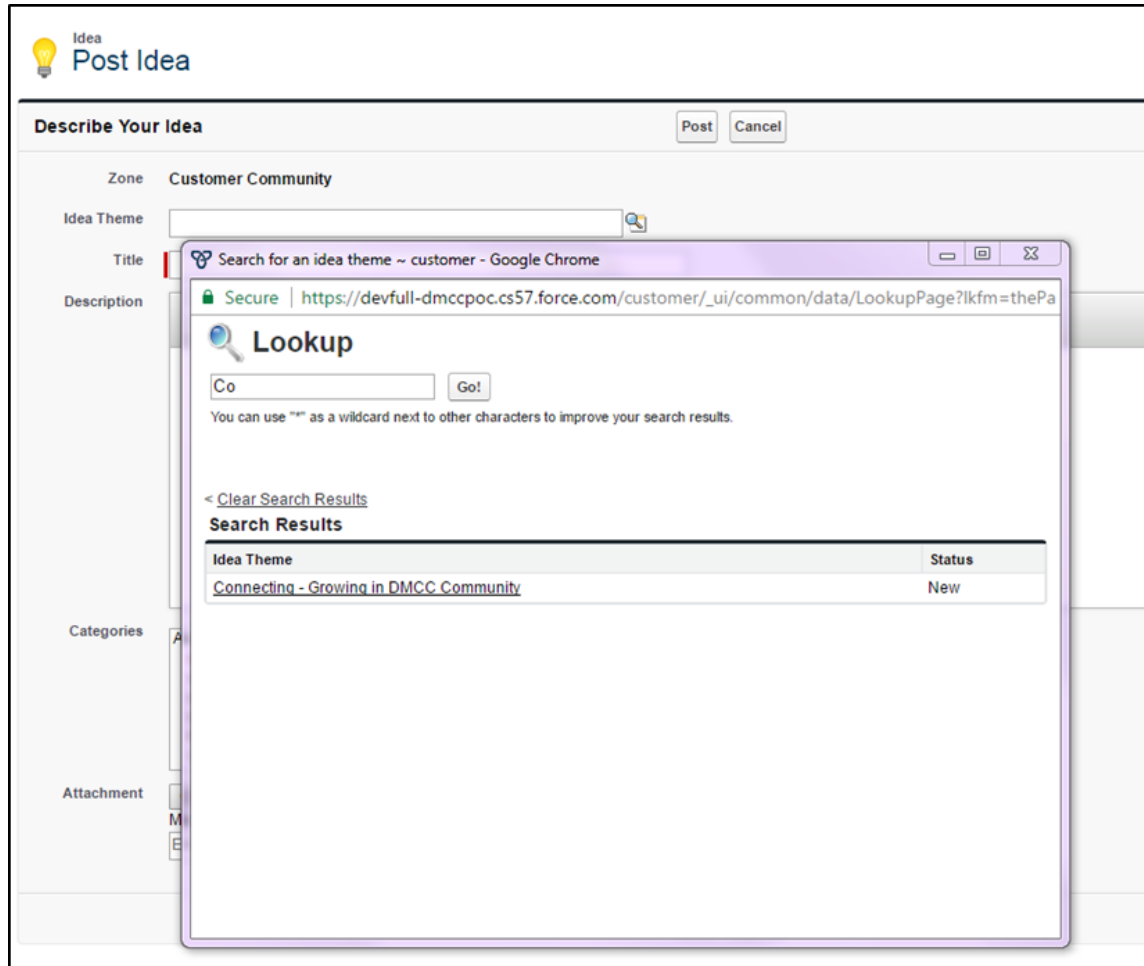
Once you have selected 'Idea', a new page with three new icons will appear. The icons are 'Post Ideas', 'Vote for Ideas' and 'Add Comments'.

To create an Idea, please click on the "Post Idea" button.

The screenshot displays the DMCC portal interface. The top navigation bar includes links for HOME, MY COMPANY, MY EMPLOYEES, MY REPORTS, MY REQUESTS, MY CASES, **IDEAS**, MY SUPPORT, and MY E.SIGN. A search bar and a 'Submit' button are also present. The main content area is titled 'Popular Ideas' and features a 'Zone' dropdown menu set to 'Customer Commu'. A navigation flow is shown with three icons: a lightbulb icon labeled 'Post Ideas' (highlighted with a blue box), a green checkmark icon labeled 'Vote for Ideas', and a speech bubble icon labeled 'Add Comments'. Below this, there is a 'Post Idea' button and a 'Category' dropdown menu. A sample idea titled 'Mobile App for DMCC Customers' is displayed, with a comment from 'anun_smaraj13' dated 11/09/2013 12:34. The page also includes a 'Portal Balance' section on the left and an 'ABOUT DMCC PORTAL' section at the bottom.

Posting Ideas - Step 3

Start with the 'Idea theme' search by either copying the announced theme or search by the exact theme title or at least the first 2 letters to find the theme.



Posting Ideas - Step 4

Enter the title, description and category. You can also attach a document if applicable and name it in the below empty field. Review your content then click 'Post'.

Idea Post Idea

Describe Your Idea

Zone Customer Community

Idea Theme

Title

Description

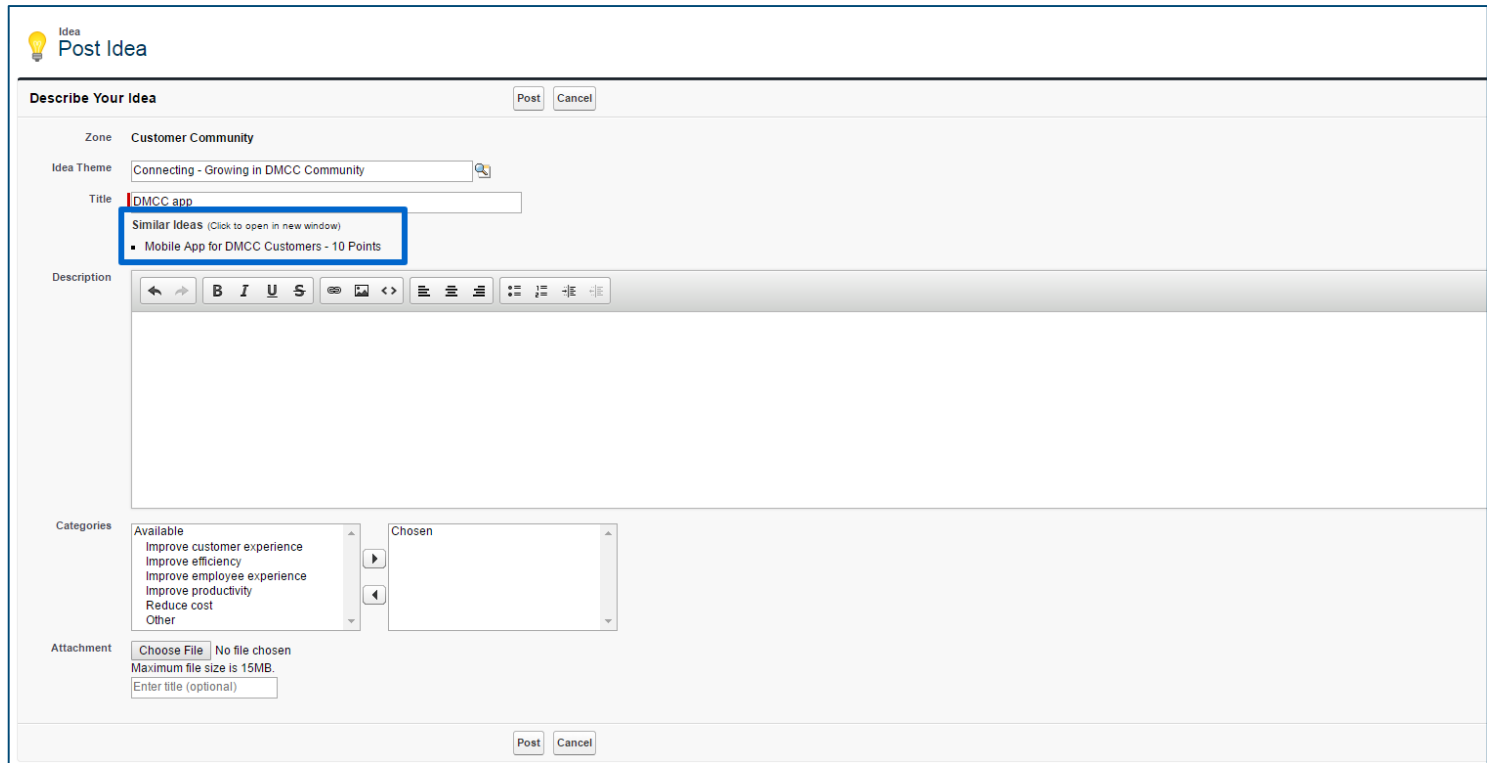
Categories

Attachment

No file chosen
Maximum file size is 15MB.

Merge your Idea with Similar Ideas

If the Idea title matches with any existing Ideas, it will show as similar Ideas as displayed under the title.



The screenshot shows the 'Post Idea' form with the following details:

- Zone:** Customer Community
- Idea Theme:** Connecting - Growing in DMCC Community
- Title:** DMCC app
- Description:** A rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, strikethrough, link, unlink, list, and table.
- Categories:** A list of available categories: Improve customer experience, Improve efficiency, Improve employee experience, Improve productivity, Reduce cost, and Other. The 'Chosen' category list is currently empty.
- Attachment:** A 'Choose File' button, a 'No file chosen' status, a note 'Maximum file size is 15MB', and an 'Enter title (optional)' text box.

A blue box highlights the 'Similar Ideas' dropdown menu, which lists:

- Similar Ideas (Click to open in new window)
- Mobile App for DMCC Customers - 10 Points



Merge your Idea with Similar Ideas

If the Idea title matches with any existing Ideas, you can either promote the idea or add your comments and post to further enhance the already posted idea.

The screenshot displays the 'Idea Detail' page for 'Mobile App for DMCC Customers' in the 'Customer Community' zone. The interface includes a 'promote' button (highlighted with a blue box), a 'demote' button, and a score of 10. The idea description states: 'It would be good to have a mobile app for DMCC customers as many of them may be on the move.' It also shows '1 Comment' and 'Posted by arun_amalraj13 on 11/09/2013 12:34'. Below the idea details is an 'Additional Information' section with 'Total Score 0' and 'Idea Admin Comments'. The 'Comments' section features a comment from 'dmcc system admin' dated 11/09/2013 12:42, with the text: 'This is an excellent Idea. Let us gather some more feedback from our customers and we will plan accordingly for this enhancement.' The comment includes 'DMCC' and 'Like' tags. At the bottom, there is an 'Add Your Comment' section with a rich text editor and a 'Post' button (highlighted with a blue box).

Notifications to Idea Owner

When an Idea is posted, the Idea Owner will receive an email notification that his / her Idea is submitted. The Idea Owner will also be updated in the same manner on the progress of his / her Idea.

 <p>Dear Debasis Jena,</p> <p>Thank you for submitting your valuable Idea titled created idea for email.</p> <p>We will review your Idea and update you on its progress shortly.</p> <p>Best regards, DMCC Free Zone E customercare@dmcc.ae T +971 4 424 9600</p>	 <p>Dear Debasis Jena,</p> <p>Please note that your Idea titled created idea for email has been shortlisted.</p> <p>We will update you on its progress shortly.</p> <p>Best regards, DMCC Free Zone E customercare@dmcc.ae T +971 4 424 9600 Toll Free 800 DMCC or 800 3622 ...</p>
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Viewing Ideas

You can view all the posted Ideas by clicking on the 'Popular Ideas' or 'Recent Ideas'. You can also select ideas sorting by category.

The screenshot displays the 'Ideas' section of the DMCC website. At the top left, there is a lightbulb icon and the text 'Ideas Popular Ideas'. Below this, a 'Zone' dropdown menu is set to 'Customer Commu'. On the top right, a user greeting reads 'Welcome shreenaman2 | Recent Replies'. A central navigation bar contains three icons: a lightbulb labeled 'Post Ideas', a green checkmark labeled 'Vote for Ideas', and a speech bubble labeled 'Add Comments'. Below the navigation bar, there are tabs for 'Popular Ideas', 'Recent Ideas', 'Top All-Time', and 'Comments'. A 'Post Idea' button is visible. On the right side, there is a 'Category' dropdown menu currently set to 'All'. The main content area shows a single idea titled 'Mobile App for DMCC Customers' with a description: 'It would be good to have a mobile app for DMCC customers as many of them may be on the move.' The idea has '1 Comment' and was 'Posted by arun_ama1raj13 on 11/09/2013 12:34'. On the left side of the idea card, there are 'promote' and 'demote' buttons, and a score of '10' is displayed at the bottom.

Promoting Ideas

When you click on a particular Idea, it will take you to the Idea Detail page where you can see all the details.

You can also see the last 100 votes received as well as the comments posted on the Idea.

The screenshot displays the 'Idea Detail' page for 'Mobile App for DMCC Customers' within the 'Customer Community' zone. The page includes an 'Idea Detail' section with a 'promote' button highlighted in blue, a 'demote' button, and a score of 10. Below this is an 'Additional Information' section showing a 'Total Score' of 0 and 'Idea Admin Comments'. The 'Comments' section features a comment from 'dmcc system admin' dated 11/09/2013 12:42, with the text: 'This is an excellent Idea. Let us gather some more feedback from our customers and we will plan accordingly for this enhancement.' The 'Add Your Comment' section contains a rich text editor with a 'Post' button highlighted in blue.

Promoting Ideas

You can promote an Idea by clicking on the **Promote** button. Once you promote an Idea, the Idea gains 10 points. (Please do not use the **Demote** button as it deducts 10 points).

You can add comments to Ideas by clicking on the selected Idea to access its full details and then enter your comments in "Add Your Comment" section and click "post".

The screenshot displays the 'Idea Detail' page for 'Mobile App for DMCC Customers' in the 'Customer Community' zone. The page includes a 'promote' button (highlighted with a blue box) and a 'demote' button. The idea has a score of 10 points. Below the idea details, there is an 'Additional information' section showing a total score of 0 and 'Idea Admin Comments'. The 'Comments' section shows a comment from 'dmcc system admin' dated 11/09/2013 12:42, with options to 'DMCC' and 'Like'. At the bottom, there is an 'Add Your Comment' section with a rich text editor (highlighted with a blue box) and a 'Post' button (also highlighted with a blue box).

What happens after I submit my idea?

- After the members submit their ideas, it is sent to DMCC to finally publish it.
- You can see your idea on the same tab within two working days.
- Once the idea theme is closed, DMCC will review all the ideas and shortlist based on their relevance to the theme, impact, complexity and cost.
- All shortlisted ideas owners will be eligible for **AED 5000** off their license renewal and the company will be recognised in DMCC official social media channels.