



Majid Al Futtaim Digital Transformation

Revolutionising onboarding through cutting-edge digital innovation. A comprehensive case study showcasing how Centric delivered a transformative digital ecosystem for one of the UAE's most prestigious retail and leisure conglomerates.

The Challenge: Crafting Digital Alchemy

Majid Al Futtaim's ambition transcended conventional digitalisation. They envisioned a revolutionary platform that would streamline intricate processes, amplify accountability, and curtail operational expenditures whilst aligning with the UAE government's digital transformation strategy.

Complex Integration

Seamlessly integrate with diverse governmental APIs and existing systems

Process Optimisation

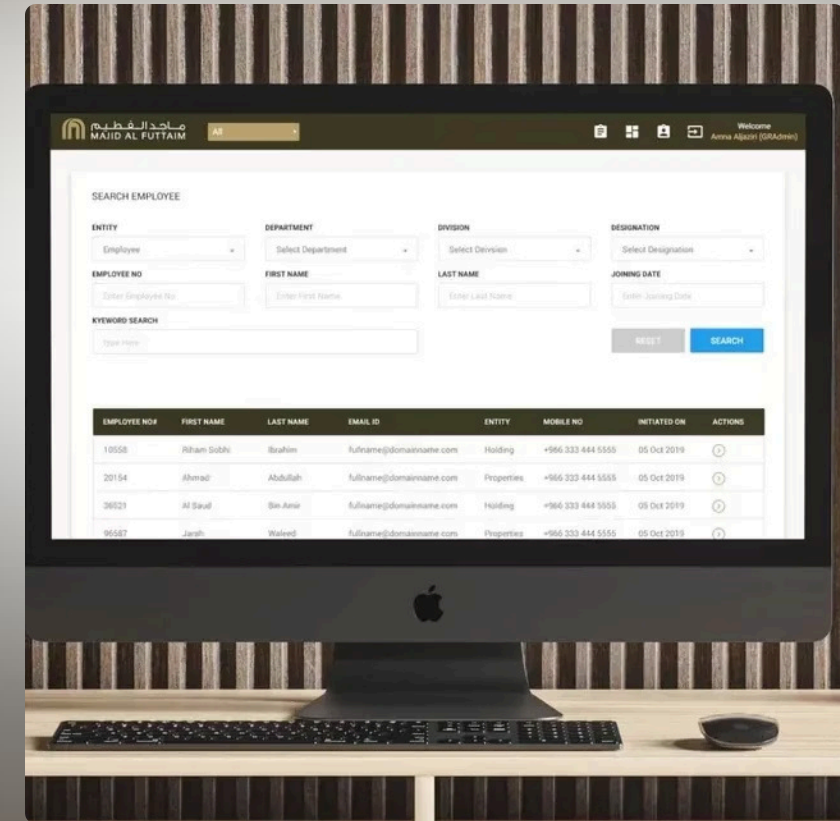
Decipher multifaceted workflows and diverse user archetypes

Timeline Pressure

Execute comprehensive digital transformation within ambitious deadlines

The challenge was Herculean: not merely to digitise, but to reimagine, optimise, and deliver a platform that would transcend human limitations whilst managing intricate business protocols across multiple departments.

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The Solution: Three Pillars of Excellence

Centric's avant-garde approach meticulously architected a comprehensive platform, distilling the essence of MAF's multifarious onboarding processes into three precision-engineered sections.



Employee Onboarding

Streamlined digital journey empowering new employees with intuitive self-service capabilities, automated document processing, and seamless workflow management from day one.



Government Relations

Sophisticated interface with governmental entities, enabling automated visa processing, compliance management, and real-time status tracking for all regulatory requirements.



Medical Insurance

Comprehensive insurance corridor featuring bespoke rules engine, automated claim processing, and employee autonomy to customise their healthcare coverage.

Each request became a traceable digital symphony, manageable through intelligent dashboards that showcased milestones and illuminated bottlenecks. Built on the robust .Net framework, this epochal ecosystem delivered unprecedented scalability and performance.

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The Outcome: Digital Renaissance Realised

The transformation delivered nothing short of a digital renaissance, fundamentally revolutionising how Majid Al Futtaim manages its workforce and operations across all touchpoints.

150+

Automated Processes

Complete digitalisation of complex workflows

90K+

Employees Served

Seamless navigation from onboarding to operations

3

Integrated Portals

OB, GR, and MIC working in perfect harmony

MAF Group witnessed turbocharged visa renewal mechanisms, lightning-fast health insurance claims, and unprecedented employee engagement levels. The platform's automation became the linchpin for operational excellence.

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Centric's Digital Excellence

This transformative success exemplifies Centric's comprehensive digital capabilities, delivering end-to-end solutions that redefine industry standards.



Process Automation

Intelligent workflows that eliminate manual bottlenecks and enhance operational efficiency across all business functions.



Website Development

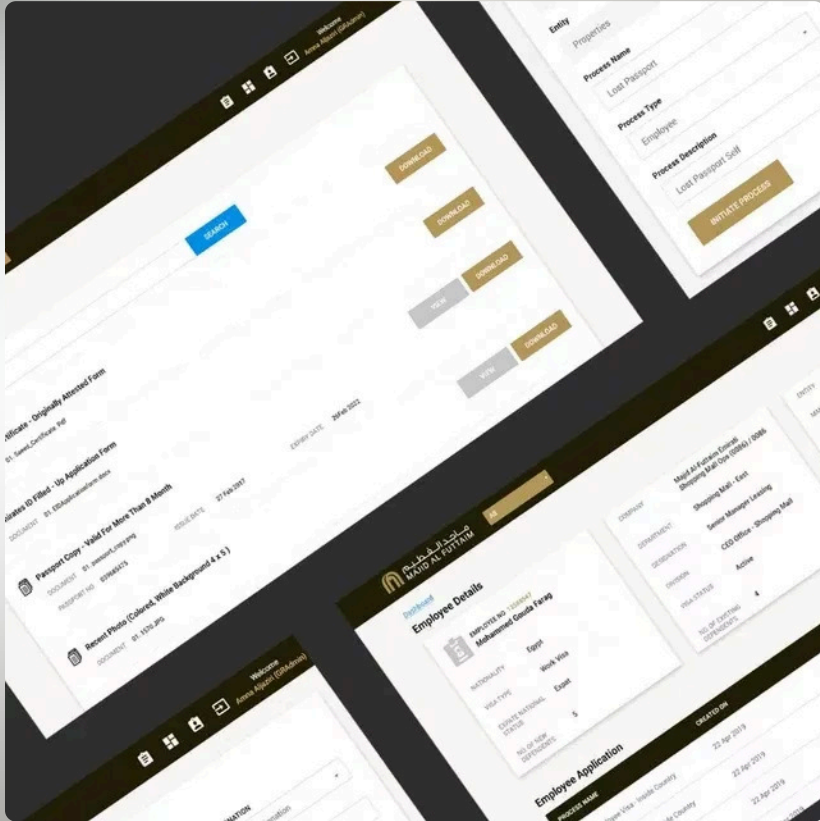
Cutting-edge digital platforms built with modern frameworks, ensuring scalability, security, and exceptional user experience.



System Integrations

Seamless connectivity between diverse systems, APIs, and third-party services for unified digital ecosystems.

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Ready to transform your organisation? Discover how Centric can revolutionise your digital landscape with bespoke solutions that drive measurable business outcomes.

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Address: 1801 Main St, Suite 1300, Houston, TX
77002



Email: hello@centricdxb.com



Phone: [+971 4 4487 321](tel:+97144487321)

