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MIRI CITY COUNCIL PRESS STATEMENT

Miri City Council is the Grand Winner of First Runner Up in Main Category and Winner Of Best Category for Creative & Innovation Award Of SMA-IVA Virtual Assistant Competition 2021

Miri City Council has been adjudged as the Grand Winner of First Runner Up in Main Category as well as the winner of Best Category for Creative & Innovation Award for SMA-IVA Assistant Competition 2021 organised by Sarawak Multimedia Authority (SMA) in collaboration with Serba DigitalX, an empowering digital community platform in conjunction with the celebration of Sarawak Civil Service Innovation Month for 2021 (Sambutan Bulan Inovasi Perkhidmatan Awam Sarawak 2021). The team from Miri City Council is led by its City Secretary, Tuan Morshidi Fredrick and City Valuer, Puan Monica Lenya. Miri City Council collects the cash award of RM1,500 and a Certificate for its grand winner in the main category and other prizes for its best category. The result of the competition was announced by Dr. Zaidi bin Razak, General Manager of Sarawak Multi-Media Authority (SMA) this morning on 13th October 2021. The Competition which is opened to Federal Government agencies in Sarawak and State Government agencies of which it has attracted 26 participations.

The purpose of organising this Intelligent Virtual Assistant (IVA) competition is to;

- I. Create awareness, readiness on application of the virtual assistant among government agencies
- II. To improve the customer or user service interaction with the government agencies
- III. To build the synergy and create a high impact program of digital skill capacity building that involves Sarawak government agencies
- IV. IVA can be implemented on the agency's websites. This will benefit the efficiency of an agency's website response-time in websites to public queries and requests thus improve the support system to public and its stakeholders.

V. Currently many government agencies have provided "Chat Box" , a simple "Chatbot" with simple rule-based system that can only handle simple, routine FAQs. Whereas, Intelligent Virtual Assistant (IVA) is an advanced "Artificial Intelligence (AI) enabled chat assistant", an " evolved chatbot" solution to serve the needs of a modern-day customer or stakeholders.

The Competition starts on 13th September 2021 and it goes through a series of processes like digital registration, providing of coding and "chatbot", virtual training sessions and 3 online check points (provide guidance and assistance), entries evaluation and finally selection of winners on 7th October 2021.