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Digital Transformation Strategy in Organizations Using Artificial Intelligence Survey for Sample Users of Our Government Services Portal

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Key words:	Abstract:
	The research aims to demonstrate the importance of the digital transformation strategy using artificial intelligence as an application case that needs to be studied and researched on the (government e-portal or) which was established in 2024 and which included all ministries and government institutions affiliated with it, to provide services to beneficiary citizens remotely, as it is divided into tabulations representing each type of service provided with guidance, Quick answers to queries are done via AI for repeated questions, and as researchers we were able to take the assessment identification in the portal and get (600) respondents from beneficiaries from different parts of Iraq, both sexes and ages, during a month of follow-up and responses directed towards statistical analysis (descriptive conversion and proof of hypothesis in the way of simple regression) The research concluded that the state portal of Ur represents a major strategic project for the government's direction towards digital transformation, There are more than 5 million registered Iraqis, but not only from Iraq but from all over the world. The research also recommends the need to increase the educational media of the portal, since enrolment constitutes only 25% of service applicants, training and development for the employees of the ministries to deal very flexibly with service applicants through the portal.
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