



The Telecommunications Regularity Authority (TRA) signed a memorandum of understanding (MoU) with Dubai Police General HQ to enhance cooperation in fields of information security, and work together to resolve related issues. The agreement was signed by H.E. Hamad Obaid Al Mansoori, TRA General Director and Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police.

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### UAE TRA Directs Mobile Operators in the UAE to Reduces GCC Roaming Rates by an Average of %18

The Telecommunication Regularity Authority (TRA) announced the implementation of the new price caps for INTRA-GCC roaming services by UAE's mobile operators resulting from the implementation of TRA directive No. (4) Of 2015 regarding INTRA-GCC Mobile Roaming Charges issued by the TRA in September 2015.

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### MOU

The Telecommunications Regularity Authority (TRA) has signed a collaboration agreement with the Department of Economic Development of Dubai (DED), for the aim of enhancing cooperation and coordination efforts.

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### Meeting

Represented by the spectrum administration, Telecommunications Regularity Authority (TRA) held a series of coordination meetings with its Russian counterpart on cooperation in the field of satellite.

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### ASMG

The meetings of the Arab Spectrum Management Group (ASMG) working groups launched in Abu Dhabi, and will last for two days.

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### TRA Calls the Public to Vote for UAE Projects nominated for the WSIS Prizes

The Telecommunications Regularity Authority (TRA) has invited the public in the UAE to review the national projects nominated for the World Summit on the Information Society (WSIS) Prizes. The voting has started on 30 March 2017 and lasts until 30 April 2017, as set by the International Telecommunications Union (ITU), the organizing entity of the annual award held in Geneva.

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The Telecommunications Regularity Authority (TRA) held its two days (26-25 April) annual retreat and gathering in the St Regis Hotel-Abu Dhabi in the presence of H.E. Hamad Obaid Al Mansoori, TRA Director General, and Deputy General Manager of various sectors, directors of departments and all TRA employees.






## Happiness and positive lifestyle and a government commitment

Customers Happiness newsletter is one of the initiatives of the Customers Happiness Section. It aims to spread awareness on the section's working nature, and to contribute in enhancing and strengthening the concepts of happiness to become a practice, a culture, and a working method in the TRA.



**Information**

In the last week of March 2017, the TRA added a new indicator to the system of reports to measure the level of service in case the customer waited 20 seconds or Less instead of 30 seconds, in order to improve the customer experience and reduce the time taken for the call.



**Happiness in our terms**

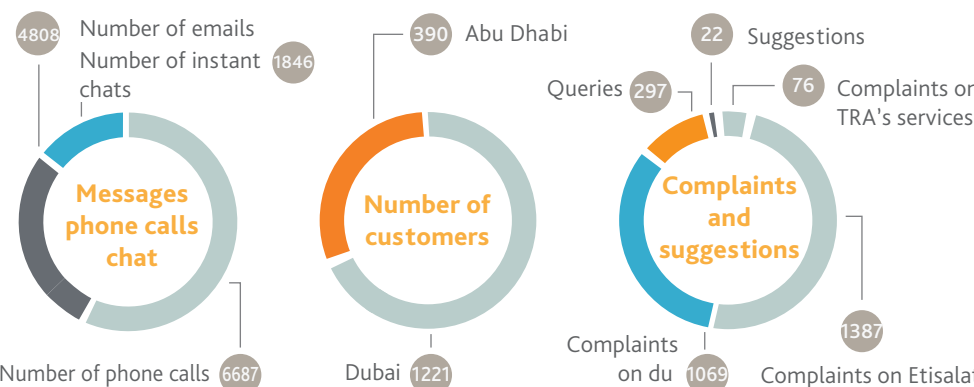
**Customer insight:** A set of observations resulted from analyzing customer data, which demonstrate customers' needs, behavior, and their favorite things.

**Customer's journey:** Series of steps taken by the customer when interacting with the entity, this journey includes all activities and interactions that the customer has performed since his arrival or his request for the service and until the end of his application.

**Processes:** A set of activities that interact with each other, since that the output of an activity is the input of another. These steps add value by converting inputs to outputs by using resources.



**24/7 Performance indicators**




**Happiness Indicator**

**How to use and apply customer happiness equation**  
**For optimum use, please review the following basic standards:**


- The linguistic content of the equation and the document.
- Training and application of the equation and document.
- Marketing, promotion and distribution.
- Effectiveness assessment.
- Technical design of the equation document.



**Services Development**

**Expected outcomes of the TRA services factory:**

- Development of government services in corporation with customers and the service owners, and the launch of improved services in an experimental manner.
- A better level of service provision, which leads to a better customer satisfaction.
- Success stories about the best practices in developing government services
- Acquire new effective and practical skills for developing government services
- Change institutional culture in developing government services
- Contribution to the development of service indicators.
- The launch of innovative services, which contributes to minimizing expenses and maximizing government efficiency.



**Happiness Quote**

"Happiness is not the absence of obstacles in our lives, it's the success in overcoming these obstacles"