






## 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**

As the TRA is committed to providing excellent services to the customers, the Genesys System has been developed to improve the system's reporting accuracy. Moreover, based on the customers' suggestions and due to the remarkable increase of the number of the incoming calls during working hours, the Genesys system has been upgraded to accommodate 30 customers in the same time on the Interactive Voice Response (IVR) System, compared with ten customers in the past months.



**Happiness in our terms**

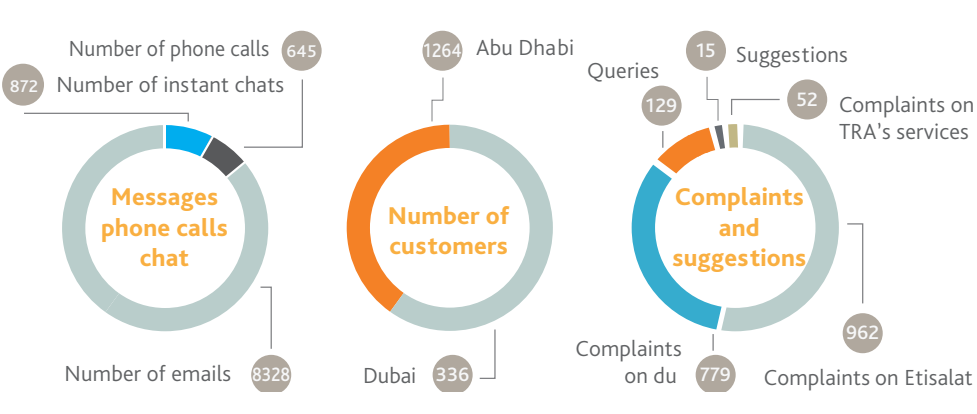
**Leading practice:** an approach or a process that everyone agrees it is the best practice in a particular area.

**Creativity:** is the creation of new ideas and translating them in practice into services, procedures, systems or forms of social interactions.

**Knowledge:** the competencies and skills acquired by a person through his experience and information, including theoretical and/or practical information on a certain topic.




**24/7 Performance indicators**




**Happiness Indicator**

**The Second Section: 'We pledge to make you happy':**  
 The customers happiness employees pledge to make the customers happy by providing excellent services, which should makes them happy through professional and positive behavior.  
 The ten behavioral characteristics of the customers happiness employees to make the customers happy are: welcoming smile, excellent first impression, courtesy and respect, good listening, professionalism and proactive assistance, understanding and consideration, positivity, innovation in service provision, dedication to the customers happiness and provision of an impressive experience to the customer.



**Services Development**

**The structure of the services development management:**  
 The services development leading team: consisted of the first-row leaderships of TRA

- in various fields, working on supporting and enhancing the services development.
- The services development executive team: the operational team of the services development process, working to create development ideas, implement them, and ensure their success under the overall supervision of the services development leading team.
- Support teams: the teams that are created upon the approval of the development projects.



**Happiness Quote**

Be happy on your way to happiness....  
 The real happiness is not a station you arrive at, but a manner of traveling.