

"The new generation must know how much the previous generation had suffered, because it increases its strength, patience, and courage to continue the journey that the fathers and ancestors have started, a journey that ultimately embodied the national aspirations after a long period of suffering from fragmentation, underdevelopment and deprivation"

Sheikh Zayed bin Sultan Al Nahyan



(TRA) held its annual retreat in the presence of its Director General H.E. Hamad Obaid Al Mansoori, the Director General's deputies for various sectors, directors of departments and sections, and all TRA employees, at the St. Regis Hotel in Dubai.

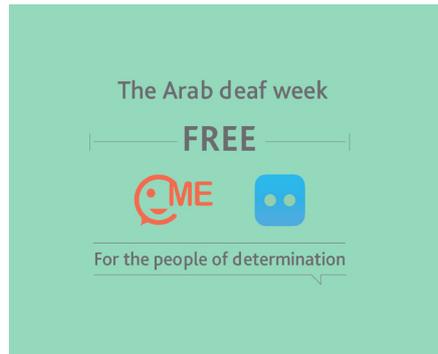
H.E. Al Mansoori delivered the welcoming speech of the retreat.

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## Eve Committee's

As part of Eve Committee's efforts to spread happiness and positivity at work environment, an "afternoon tea" session will be organized on monthly basis, discussions on topics of interest to women such as health, fashion, cooking, and others.



## Arab Deaf Week

Coinciding with the Arab Deaf Week, TRA collaborates with Etisalat and du to offer free subscription for audio-visual applications, no monthly fees for CM'E and BOTIM for the deaf.

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## Delegation

The General Authority for Regulating the Telecommunications Sector received a delegation from the Telecommunications Regulatory Authority in the Kingdom of Bahrain, headed by Shaikh Mohammed bin Salman Al Khalifa, Director of Finance.

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**More Than 500 Integrated Data Systems on the Government Data Portal**  
As part of the government plans of investing in big data to enhance digital transformation

(TRA) revealed that the number of data systems provided in cooperation with the Federal Competitiveness and Statistics Authority and other government entities on bayanat.ae has reached more than 500 systems, covering various educational, health, environment and other fields.

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As part of its mandate to manage the challenge of the National Economic Register within the third batch of the government accelerators, the Telecommunications Regulatory Authority (TRA) announced the completion of a high level cooperation and coordination between concerned government entities.

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## 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**

Customer Happiness Section has achieved three new accreditation certificates by BSI. The team was honoured by H.E. the Director General during the TRA annual gathering, on 21 April 2018, in St. Regis Hotel in Dubai. H.E. thanked everyone for their efforts during 2018-2017 to apply international best practices and to contribute to obtaining the following certificates:

1. ISO 10001 – Customer Charter
2. ISO 10002 – Customer Complaints Handling
3. ISO 10003 – Customer Dispute Resolution

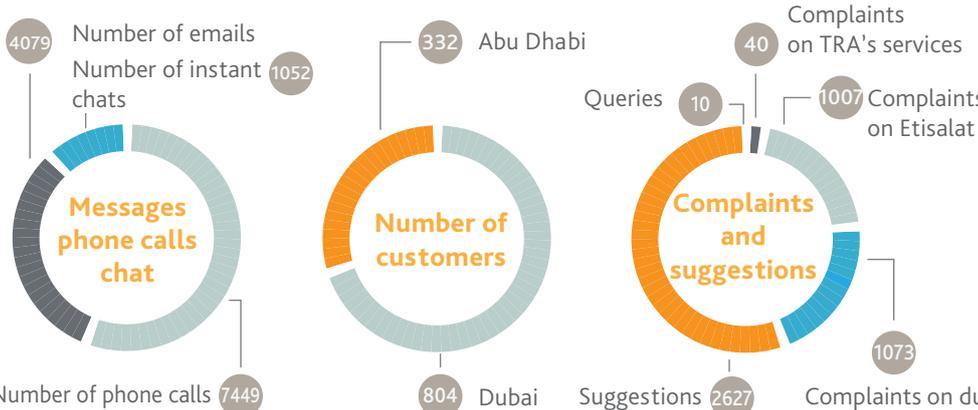


**Happiness in our terms**

**Provided value:** the excellent value offered by the entity's products and services to its customers.  
**Qualitative visions:** observations and analysis that are not based on numeric value, but on experience, opinions and expertise.  
**Quantitative visions:** observations and analysis of a numeric nature, often involving calculations based on measurable inputs.



**24/7 Performance indicators**




**Happiness Indicator**

**The customer journey (experience) through each channel of government services follows:**  
 First: the reference level of the customer expectations during his journey to obtain service through the Customer Happiness Centers.

- Awareness and reminder – investigation and preparation – access to the Center – inquiry – waiting – receiving the service – communication and follow-up – completion of service – after service follow-up.



**Services Development**

**The five basic principles of service design are:**

1. Focus on the customer: All those who work on the service design project must study and analyze the service from the customer perspective, vision and personal experience.
2. Joint collaboration: all stakeholders (customers, suppliers, employees, strategic partners...) must participate and cooperate in the service design.
3. Sequence or progression: looking at the service when designed as a series of consecutive events.
4. Sensory development: the creation of sensual perception (visual/concrete) of all points of contacts at all stages of service.
5. Comprehensiveness: taking into consideration all influential and surrounding elements in the service provision environment.



**Happiness Quote**

**"It is not the humble beginning but the big ambitions that counts."**  
 H.H. Sheikh Mohammed Bin Rashid Al Maktoum