



YEAR OF
ZAYED

TRA in lines

May 2018 / TRA Newsletter

ISSUE
46

"The country needs its children on which the present and the future depend, and we have to pass them the good habits that we have inherited from the fathers and grandfathers "

Sheikh Zayed bin Sultan Al Nahyan



The First ICT Future Foresight Forum, a major ICT event in the UAE, has been launched under the patronage of the Telecommunications Regulatory Authority (TRA). The Forum aims to address future challenges of the ICT sector, as well as possible solutions in this regard. H.E. Hamad Obaid Al Mansoori, TRA Director General, delivered the opening speech, highlighting the importance of future foresight.

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Eve Committee's

As part of its activities for May 2018, Eve Committee attended the launch ceremony of the first encyclopedia on the history of UAE women from 1900 – 2018 in the presence and patronage of H.E. Sheikh Nahayan Mabruka Al Nahayan, Minister of Toleranc.



Erteqa

The UAE Telecommunications Regulatory Authority (TRA) has awarded a 5-star gold rating to Etisalat's customer service centre located at Marina Mall in Abu Dhabi for its exemplary customer service under the TRA's 'Erteqa' program.

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Workshop

(TRA) has organized an introductory workshop to review the indicators of the mGovernment enablers, their most recent updates in 2018, and the best practices of the federal entities in 2017.

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TRA to engage users in developing the official portal of the UAE Government

(TRA) has launched a campaign aiming at the development of the content of the official portal of the UAE Government (Government.ae). The campaign started in the first week of May and is open to all sections of the public, government entities and private sector establishments.

The mechanism of the campaign involves the target groups sharing..

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du, from Emirates Integrated Telecommunications Company (EITC), was awarded the Telecommunications Regulatory Authority (TRA) 5 Star Gold Rating for its consistent innovation in contributing to the UAE happiness agenda. du Customer Service Centre in Al Salam Tower achieved consistently high scores across the six criteria assessment.

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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.

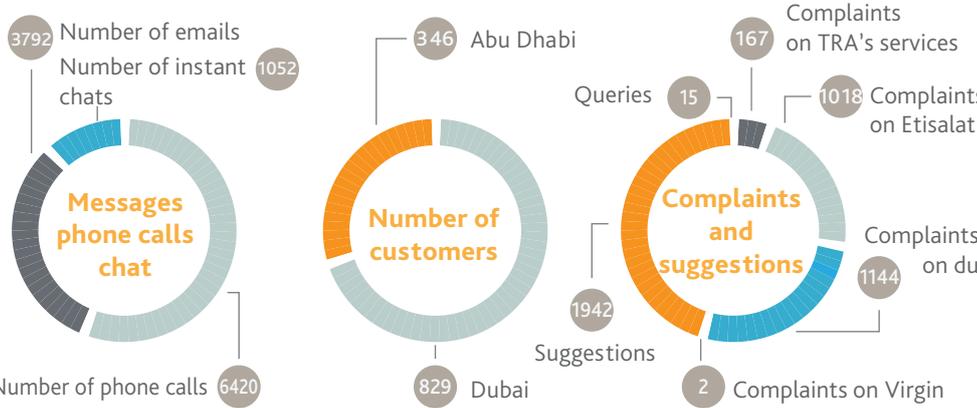
i Information

The TRA Customer Happiness Section welcomed a delegation from the Roads and Transport Authority (RTA) on 26 April 2018. The purpose of the visit was benchmarking to review the implementation of the Customers Council initiative. Moreover, the TRA Customer Happiness Section organized a visit to Emirates Airlines office – Call Center, Tawasol building in Dubai on 2 May 2018. The purpose of the visit was benchmarking with the Emirates Airlines to review the best practices in the call center management.

Happiness in our terms

Current status: the general picture of the status quo, including services, procedures, human resources and technology.
Desired status: a presentation of the future situation, including the future status of services, procedures, human resources and technology.
Informative variables: a set of information related to the customers' certain views or preferences, including but not limited to the aim to avoid risks and maintain privacy.

24/7 Performance indicators



Happiness Indicator

The customer experience:
The customer's journey with the service begins with the awareness and reminder phase. At this stage, the customer's need (or curiosity) is created to apply for the service. Moreover, the customer expects to receive information on launching of new government service, modification of an existing service, or setting a deadline for a service. The customer also expects the government entity to be proactive by reminding him/her about deadlines (such as the expiry date of the passport or residency or trade license, etc.)

Services Development

- What are the main stages when designing services?**
1. Exploration: The stage of observation, assessment and collection of information and statistics.
 2. Imagination: a stage during which the team imagine different scenarios that may occur, and problems and errors that may happen during the provision of service, and then document them.
 3. Initial design: the stage of the development of initial and experimental perceptions and proposals
 4. Final design: the stage of development of final design, based on the previous three stages.
 5. Implementation: the stage of implementing the new design, which is based on the principles of change management (planning, progressive implementation, review and impact study, and generalization)

Happiness Quote

"Be positive and remember, That there is still hope waiting for you, success that you deserve, and opportunities you are worthy of, you just have to always try"