

"If God Almighty has made us wealth, then the first thing we commit to is to direct this wealth to reform the country and to the good market to its people"
Sheikh Zayed bin Sultan Al Nahyan



(TRA) announced the launch of the first phase of the "Bashr" initiative, one of the most important strategic initiatives implemented and developed through close and constructive cooperation with all local and federal government departments and entities involved in licensing economic activities in the UAE. This initiative aims to promote UAE's competitiveness in doing business by allowing to start business in simple, fast steps taking no more than 15 minutes.

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Summer Camp

TRA) has announced the opening of registration in TRA Innovation Camp in its fourth edition from 15 July to 16 August 2018. The camp targets school students from the UAE aged 6 and 17 years.

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Projects

(TRA), represented by ICT Fund, and in cooperation with the Ministry of Education and Huawei, has launched the projects presentation phase of the "Seeds for the Future" 2018 Competition.

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Eve Committee activities

In order to create a happy and positive work environment and to instill the values of cooperation and increase the employee productivity to reflect positively on the employee happiness indicator, the course of "mental alertness" was provided to TRA employees.

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Exchanges of experience between the TRA and the Sharjah Municipality in the field of digital transformation

A delegation from the (TRA) visited Sharjah Municipality in an effort to share expertise and experience between federal and local government entities to serve digital transformation in the UAE. The visit included a presentation by the TRA delegation on its efforts in implementing the projects and initiatives of the mGovernment strategy and best practices.

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the UAE has made a new achievement by reaching a leading position in the Online Services Index (OSI) in which it is ranked Sixth globally, as well as Second globally in the Telecommunication Infrastructure Index (TII), according to the E-Government Development Index (EDGI) Survey 2018 issued by the UN Department of Economic and Social Affairs (DESA).

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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.

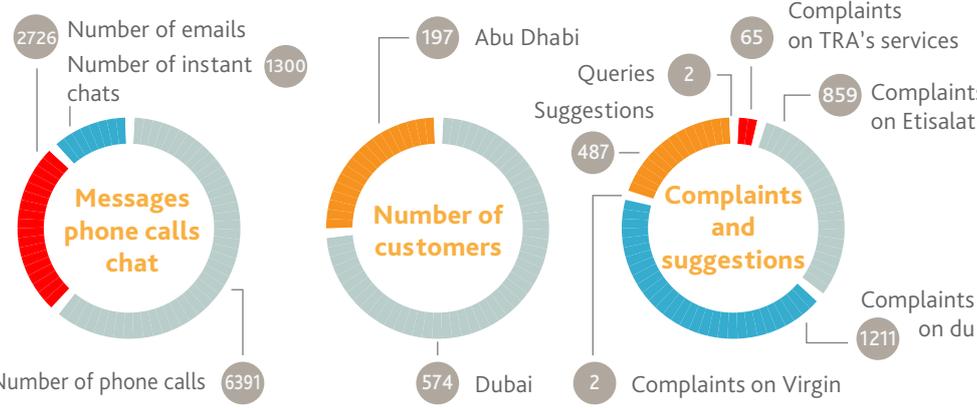
Information

The concept of smart/electronic service is linked to ease, simplicity, integration and accessibility to the full service electronically. Therefore, the challenge facing the entities in achieving and exceeding customers' expectations in smart/electronic services is an explicit call for innovation and creativity. Perhaps the biggest challenge is what H.H. Sheikh Mohammed bin Rashid Al Maktoum indicated to when he said: "I want the citizen to complete all his government transactions via mobile phone."

Happiness in our terms

SMS Service: is a form of communication services provided by GSM, which uses unified communications protocols that allow the exchange of text messages between mobile phones.
Service Level Agreement (SLA): is a contract between the entity and a third party, under which both parties agree on what to measure and the outcomes of this measure (rewards and fines). SLAs usually cover a range of performance categories /measures types, which in turn include one or more levels of service/measure.
Stakeholder: any person, group, entity having a direct or indirect interest in the entity, as it is either able to influence it or be affected by it. External stakeholders may include customers or partner suppliers, and others, internal stakeholders may be individuals or groups of individuals.

24/7 Performance indicators



Happiness Indicator

Customer experience 2. Reminder
 The customer expects the government entity to remind him of the approaching date of service through personal messages. The following channels are the most appropriate for such types of reminders:

- Telephone call
- Smart Apps
- SMS and WhatsApp
- Email
- Mail
- Fax

Services Development

Service design tools: 2. Visualization tools:

1. "What if", posing the question "what if" during brainstorming meetings, to develop and visualize different scenarios and probabilities that may occur, and their potential consequences.
2. "Role play", presenting scenarios in a role-play manner.
3. "Miniature Model of Service Center", build a 2D or 3D model of the service center and its facilities

Happiness Quote

"The person has two options: either to be a follower or initiator, and we want to be proactive and advanced"
 H.H. Sheikh Mohammed bin Rashid Al Maktoum