



YEAR OF  
**ZAYED**

# TRA in lines

August 2018 / TRA Newsletter

ISSUE  
**49**

"Nothing pleases me more than seeing women taking their roles in society and achieving the right place"

Sheikh Zayed bin Sultan Al Nahyan



TRA signs memorandum of understanding with the Ministry of Infrastructure Development to develop smart services to keep pace with leadership trends and achieve happiness for customers. Commenting on the agreement, HE Saeed Sultan Al Suwaidi, Acting Director General said: "As part of the UAE's approach to building mutual cooperation rules to achieve complementarity and comprehensiveness in the provision of government services.

(Read More...)



## Innovation

A graduation ceremony was held for students enrolled in the Future Seeds program in China, organized jointly by the TRA, the Ministry of Education and Hua-wei of China.



## Delegations

TRA is reviewing its experience in encouraging employees to a number of government agencies. The TRA received delegations from the Ministry of the Interior, the Ministry of Culture and Knowledge Development and the Civil Aviation Authority.



## Emirati Women

During the occasion of the UAE Women's Day, TRA hosted researcher Sheikha Al-Ghaoui, author of Zayed History of Humanity and Civilization, to speak about Sheikh Zayed's support for Emirati women.

The ERC team and the TRA Youth Council participate in organizing a youth awareness session entitled

"Social Engineering in cooperation with the Department of Rural and Rural Affairs in Sharjah and the Sharjah Council for Youth" presented by the young engineer Mohammed Bushelibi from the ERC's automated emergency response team. The session was attended by HE Sheikh Majid bin Sultan Al Qasimi, Director of Sharjah's.

TRA awarded the Silver 'Stevie Awards' for its Innovation Management System (IMS) in the category 'IT Department of the Year'.





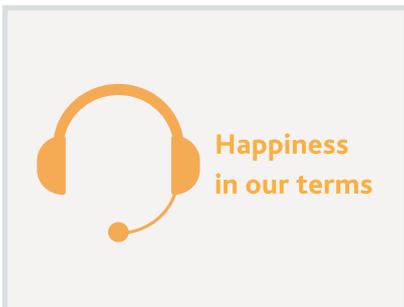
## Happiness and positive lifestyle and a government commitment

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 Service Section has the honor to nominate two of its employees for Mohammed Bin Rashid Government Excellence Award; Ms. Maryam Bin Sulaiman for Distinguished Customer Happiness Centre Director Medal, and Mr. Adel Al Yahmadi for Customer Happiness Employee Medal. Their nomination files are under process, we wish them all the success.



Happiness in our terms

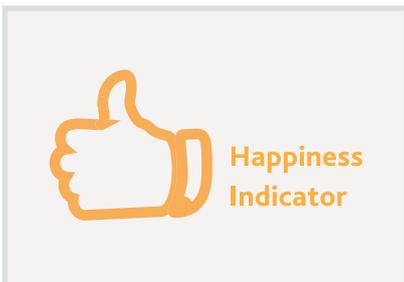
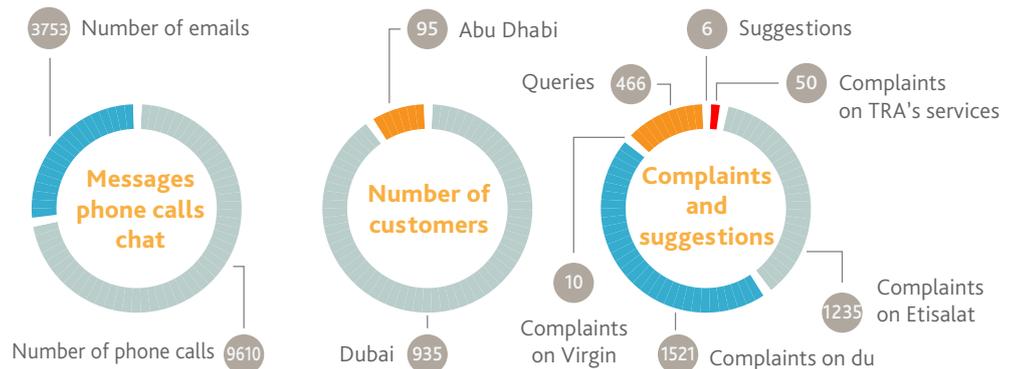
**Partner:** An external party that the entity strategically chooses to work with to achieve common goals and mutual benefits.

**Partnership:** A sustainable business relationship between the entity and its partners that provides added value to both parties. Partnerships can be formed with a group of parties, such as suppliers, distributors, educational entities or customers. Strategic partners contribute to supporting the entity's strategic goals in one way or another.

**Government efficiency:** Saving in the cost of service provision by simplifying and restructuring procedures to reduce repetition and duplication, or by using alternative less expensive channels to provide the service.



Performance indicators



Happiness Indicator

### 2. Inspection and preparation for service implementation

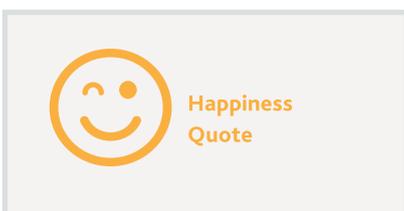
The customer expects the entity to provide information about the service requirements, documents, fees, time of obtaining the service, detailed steps, entities involved in the service provision, in addition to clarifying all service provision channels, the entity's contact information, in a comprehensive, correct, accurate, updated, and detailed manner, and could be obtained in a quick and simple manner. The entity provides this information through (the entity's website, application, guides and brochures, call centers, chat channels on the website.)



Services Development

### Service design tools: 3. Initial designs:

1. What is it? Developing the design of the proposed amendments
2. How do we present it? These designs could be drawings of the customer's journey, drawings of the customer happiness center after modification, maquettes, models, and other ways of expressing the proposed design.
3. Why do we use it? Presenting the proposal in a concrete and visual manner that facilitates its understanding and perception.



Happiness Quote

"The positive family is a warm refuge for the little one until he or she grows up, for the patient until he or she recovers, for the student until he or she excels and for the young man or woman until they prove themselves"

H.H. Sheikh Mohammed bin Rashid Al Maktoum