

# TRA

## in lines

July 2017 / TRA Newsletter

In this issue



TRA Services

ISSUE  
36



(TRA), in cooperation with the Prime Minister's Office, has hosted the first meeting of the Executive Team of Smart Government Services, which emerged from the annual meetings of the UAE Government, launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai. The team is responsible for assessing the smart services situation in the country, their mechanisms, provision channels.

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### TRA Requests 'Etisalat' and 'Du' to Offer Smart Packs and Exclusive Facilities for Senior Citizens

- %50 discount on Etisalat's data packages and customer service facilities
- Up to %50 discounts on du's postpaid packages and %100 additional balance for prepaid customers.

This initiative's objectives are in line with 'Masarra Card' initiative, launched by Ministry of Community Development to meet the needs and requirements of senior citizens.

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### Gold LEED Certification

TRA has announced that its building in Abu Dhabi has achieved the Gold Leadership in Energy & Environmental Design (LEED) Certification, issued by the U.S. Green Building Council.

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### TRA Innovation Camp

The launch of 'TRA Innovation Camp' in its third edition, starting Sunday 9th of July, and lasting until 10 August 2017. The camp aims to orient the younger generation towards future technological horizons.

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### Year of Giving

(TRA) has announced today the organization of Omrah trip for a group of TRA employees, in recognition of their outstanding efforts and dedication to work.

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### The UAE mGovernment Activates e-participation on «Sharik.ae»

(TRA) has launched, in coordination with the federal government entities, a comprehensive plan to activate the e-participation portal (Sharik.ae). The portal currently includes dozens of e-consultations that have been launched by government entities to communicate with the public in order to develop the services and policies 2017.

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### KNOW US MORE

Ahmed Al Suwaidi has joined the TRA at the end of 2014. He is currently the Leader of the Government Services Development Team at the Customer Happiness Section. He has more than 10 years of experience through his work in customer service in the banking sector.





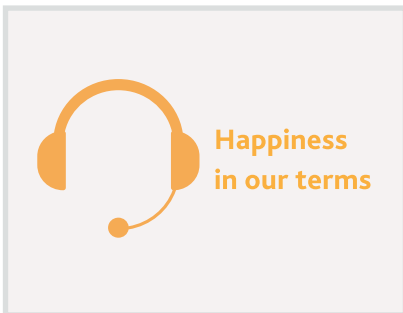
## Happiness and positive lifestyle and a government commitment

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 of July 9, the Call Center has been communicating with the customers to provide responses (Dispute Resolution), and to assist the Customers Voice Team in closing the complaints. The Call Center operates at a rate of 40 customers per day, depending on the number of received calls.



Happiness in our terms

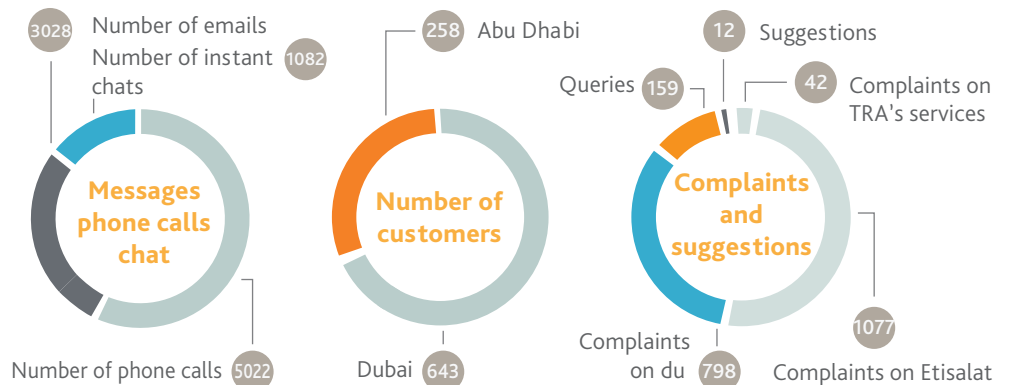
**Classification of Customers:** The process of dividing customers into groups (categories) with different needs, characteristics or behaviors, including their response to the way in which they are dealt with and how they are affected.

**Front Desk:** Is a group of jobs that interact directly with customers to meet their needs.

**Back Office:** A set of administrative functions necessary to provide services in an entity, which does not require direct interaction with customers.



Performance indicators



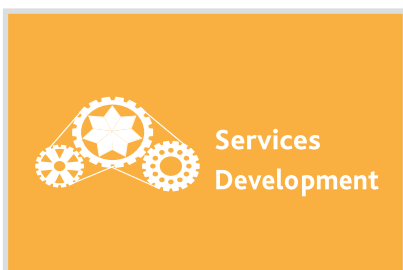
Happiness Indicator

### Usage criteria

The usage criteria consists of four main areas, including:

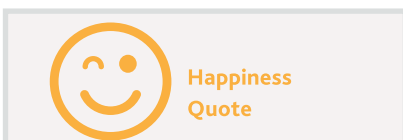
#### 3. Marketing, Promotion and Distribution:

- Unifying the media message concerning the customer happiness equation
- Spreading the document of the customer happiness equation at all entrances and exits of the federal customer happiness centers (according to the guidelines and standards of the design).
- Publishing the document on the government entity's website
- Sending paper or electronic awareness messages to workers and employees.



Services Development

**Studies of Customer Happiness:** The customers' opinion in services is a key point in the process of government services development. Thus, the method and project of the customer happiness measurement about government services have been developed. These studies contribute to identifying the sources of customer happiness as well as areas for improvement of services by identifying the services that make the customers happy. The results of the study are used to measure service performance indicators and are a key input to the 'Kheikh Khalifa Government Excellence Program'.



Happiness Quote

'Be happy...  
Happiness start with a smile, so smile'



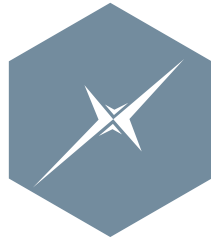
UAE TRA

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## SERVICES & ACTIVITIES

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### Frequency Spectrum



#### Renew Frequency Spectrum Authorizations



Individuals



Business



Government

### Service provision channels



TRA offices  
in Abu Dhabi  
and Dubai



Smart  
application

[www.tra.gov.ae](http://www.tra.gov.ae)

Website

**You can view the newsletter (TRA IN LINES)  
on the website and The Gate**

**Give us your feedback on The Gate**



**To participate in the newsletter,  
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[maryam.slamin@tra.gov.ae](mailto:maryam.slamin@tra.gov.ae)  
or EXT. 4383**