

"When the Arabs followed the teachings of religion, they prevailed in the world and achieved glory. Our religion is full of great teachings"

Sheikh Zayed bin Sultan Al Nahyan



TRA), through its participation at GITEK Technology Week 2018, is showcasing its latest efforts for the development of smart government services through the effective use of innovative information communication technologies (ICT) and the most notable milestones on its journey towards the transformation into an advanced and secure digital community in the UAE.

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**GITEK 2018**

(TRA) is gearing up for the most awaited technology event of the year, GITEK, with a number of new initiatives and innovative projects to be introduced. The initiatives will reflect TRA's commitment to enhance smart lifestyle.

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**Annual Meeting**

(TRA), represented by H.E. Hamad Obaid Al Mansoori, TRA Director General, participated in the 16th Annual Meeting of the Arab Regulators Network of telecommunications and information technologies (AREGNET).

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**Memorandum of Understanding**

(TRA), signed a Memorandum of Understanding (MoU) with the Ministry of Infrastructure Development, under which the Authority will provide the Ministry with Government Services Bus (GSB).

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The ICT Fund of the Telecommunications Regulatory Authority (TRA), in the presence of the Chairman of the Board and the Director General of the Authority, has honoured its strategic partners from government and private sector partners during its participation in GITEK Technology Week 2018 at the TRA pavilion, in recognition of the partners' role in achieving the UAE's strategic objectives for innovation, digital transformation, research and development, future exploration, enhanced integration, and reaching the top international position.

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(TRA) concluded its participation in the 38th edition of GITEK Technology Week with a well-attended award ceremony that recognized exceptional contributions in the information and technology (ICT) sector by various government entities under the umbrella of mGovernment.

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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**

### Customers of the UAE Government

Government entities define "Customers" as non-government individuals in most cases, and in reality, every government employee deals with external customers and colleagues. The definition could be extended to other parties. External customers are the beneficiaries of government services, they are people who interact with government entities to obtain information or request and receive services.



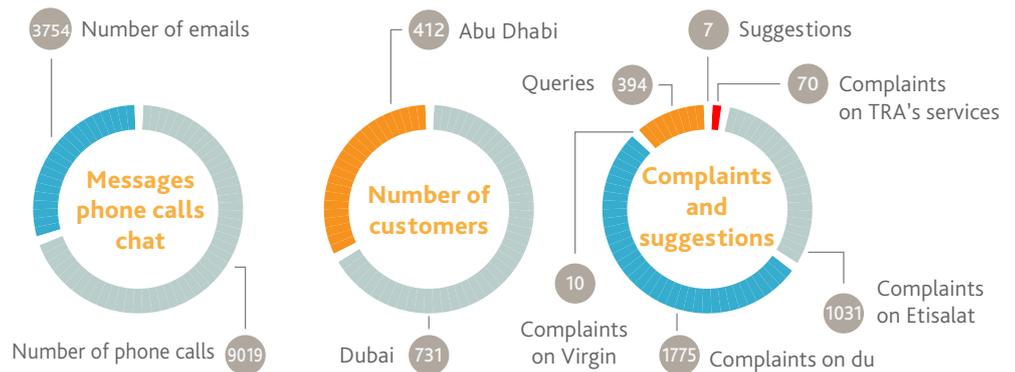
**Happiness in our terms**

**The reference level (baseline) of the customer's expectations during his journey (his experience) to obtain the service:** It is the level of government service that the average (typical) customer expects to receive. Commitment of the entity to provide this level of service achieves customer satisfaction, therefore, entities must strive to, first; ensure to meet all the requirements for this level.

**The average customer (typical):** is the customer who has average and reasonable life experiences through passing and familiarizing himself with process of service provision in private companies and general stores.



**24/7 Performance indicators**




**Happiness Indicator**

### Customer experience 4. Information and inquiries

The customer generally has a natural tendency to inquire and ask for information as soon as he enters the customer happiness center. He may want to know where to apply for the service, check the service requirements or inquire about a specific issue. Therefore, the customer expects to find a reception desk in a clear and accessible location once he enters the center. He expects guidance boards, maps of the center, brochures, which explains where to go in an easy and simple way, in a language he understands.



**Services Development**

### Innovation tools

Based on the innovation framework of "Mohammed Bin Rashid Centre for Government Innovation", the innovation process usually passes through seven fundamental stages:

1. opportunities and challenges, through affinity map and customer experience journey mapping
2. generating ideas, through random stimulus thinking and brainwriting
3. developing and testing, through SCAMPER and storyboarding
4. making the case, through the seven Ps Framework and the twelve steps
5. delivering and implementing, through design thinking and ideas implementation guide
6. growing and scaling, through the Happy line and technology facilitation
7. Changing systems, through challenge platforms and ideas management system activities.

Each stage needs special tools to complete the innovation activities associated with it.



**Happiness Quote**

**"When you reach the depth of the meaning of the word success, you find that it simply means persistence"**

H.H. Sheikh Mohammed bin Rashid Al Maktoum