> "Science and history go hand in hand, a science can trace its history and preserve it for generations, to know it and know what the grandparents did"
>
> Sheikh Zayed bin Sultan Al Nahyan

(TRA), represented by its Director General, H.E. Hamad Obaid Al Mansoori, participated in the annual meeting of the Broadband Commission held in New York City, USA. He delivered a speech at the meeting, addressing a number of important issues in ICT such as the challenges of organizing the sector, future policies and regulations, and the UAE role in this field.

(Read More...)
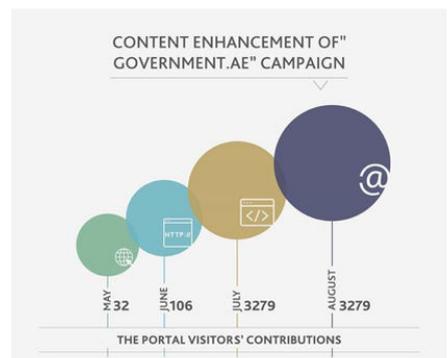
Workshops

TRA held a workshop entitled "UAE's Model for Digital Government Maturity as an Enabler to Achieve the National Index Targets", which was attended by e-Government representatives of the UAE and the OSI Executive Team.

(Read More...)

Workshops

Authority (TRA) has held a workshop on "Developments and best practices in the UN E-Government Survey 2018", in the presence of H.E. Hamad Obaid Al Mansoori, TRA Director General.

(Read More...)

Launched

In applying best global practices to enhance effective government-customer participation, the TRA has launched a promotional campaign to enrich content of the Official Portal of UAE Government, relying on the "crowdsourcing" method.

(Read More...)

(TRA) it has signed a Memorandum of Understanding (MoU) with Cisco to accelerate digital adoption and boost cooperation for the UAE's digital future

The MoU is a key addition to Cisco's Country Digital Acceleration (CDA) program in the UAE, which aims at building and enhancing a strategic relationship with national leadership, industry, and academia to help accelerate the national digitization agenda.

(Read More...)

The United Arab Emirates has achieved a new accomplishment in ICT global competitiveness by achieving advanced ranks in the Global Competitiveness Index, according to the results published recently by the International Telecommunication Union (ITU).

(Read More...)

UAE Leads
the ICT Global Competitiveness Index

2 UAE rank globally
Mobile-cellular subscriptions per 100 inhabitants

4 UAE rank globally
Estimated proportion of households with a **computer**

Active mobile-broadband subscriptions per 100 inhabitants

Percentage of the population covered **by a mobile-cellular network**

Percentage of the population covered **by at least a 3G mobile network**

1 Rank First

7 UAE rank globally
Estimated proportion of households with **Internet access at home**

8 UAE rank globally
Internet users (%)

CONTENT ENHANCEMENT OF "GOVERNMENT.AE" CAMPAIGN

MAY 32   JUNE 106   JULY 3279   AUGUST 3279

THE PORTAL VISITORS' CONTRIBUTIONS

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

Innovation in achieving customer happiness
New, useful and relevant ideas to solve certain problems faced by customers, or to enrich and enhance their experience. Innovation could also include re-invention of previously known concepts in unique and new forms. Innovation is the individual's perception of a phenomenon in a new different way of thinking that is not stereotypical or traditional. Innovation first requires the ability to feel a problem that needs to be addressed, and then to be able to think differently to find the proper solution.
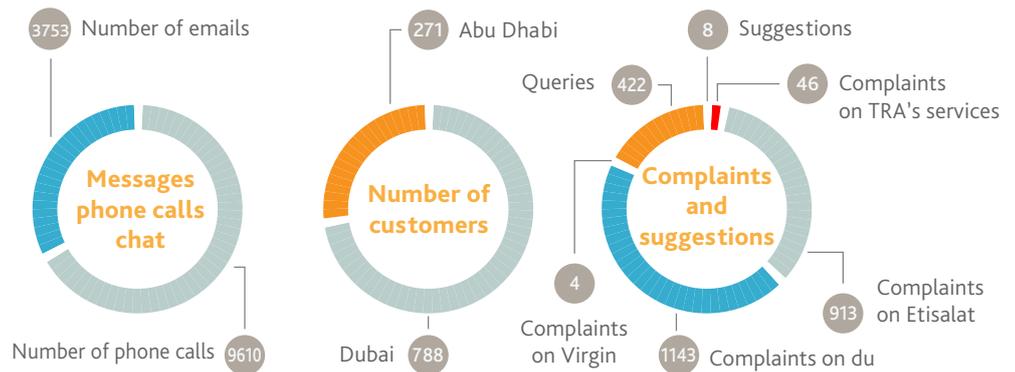
Happiness in our terms

Government Customer Satisfaction: Achieved by ensuring the provision of government service that meets the customer's expectation.
Government Customer Happiness: Surprising the customer with a government service that amazes him and exceeds his expectations, leaving a positive impression and a good experience.
Customer experience: The interaction between the government entity and its customers during all stages of service provision, starting with the activities that initiative the relation with the customer to the activities that ensures its continuity.

24/7 Performance indicators

3753 Number of emails

Messages phone calls chat

Number of phone calls 9610

271 Abu Dhabi

Number of customers

Dubai 788

8 Suggestions

Queries 422

46 Complaints on TRA's services

Complaints and suggestions

4 Complaints on Virgin

1143 Complaints on du

913 Complaints on Etisalat

Happiness Indicator

3. Visiting the Customer Happiness Center
At this stage, the customer decides to leave his business and other commitments and visit the Customer Happiness Center. The first and most important question to keep in mind is "why do I have to come in person to get the service? Why can't I get it without having to visit the center?" This is a key question that should remain the core of thinking of government entities when redesigning their services, so that "reducing customer's need to visit the customer happiness centers and provision of alternative channels" among the most important objectives of the projects and initiatives of service development.
In the event of an unavoidable reason that requires the customer to visit the Customer Happiness Center, which needs to be clarified to the customer during the previous two phases (awareness, reminder and inquiry phase). Transparency will help the customer accept the situation and increase his positivity.

Services Development

Service design tools: 3. Design tools Computer simulation systems:
- What are they? They are computer systems based on statistical models and information
- How do they work? Compilation of statistical information on rate of arrival, waiting time, service delivery time and peak hours – logging the statistical information in the system – study and analysis of the consequences of each factor electronically and making suggestions and recommendations.
- Why do we use them? These systems are specifically used to study and analyze the flow of customers, thus determining the optimal number of employees, waiting room space, parking and other services.

Happiness Quote

"Be positive and remember, failure is the beautiful flavor that causes the wonderful taste of success"

H.H. Sheikh Mohammed bin Rashid Al Maktoum