

"The Sahara has taught us to wait a long time for good to develop, and we must persevere and continue the process of building in order to achieve the good of our nation"
Sheikh Zayed bin Sultan Al Nahyan



The Telecommunications Regulatory Authority (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. The competition is supported by TRA as parts of its efforts in developing national cadres and raising the competitive and innovative spirit among youth.

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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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Awariness

(TRA) has recently launched the Emirates Cyber Ambassadors Initiative as part of its information security awareness campaigns, which aims to train elite students in UAE schools .

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Awareness

(TRA) organized a staff security awareness lecture in cooperation with the «Al Ameen Service» entitled «We Are All Partners in Our Nation's Security» to strengthen the strategic partnership and spread security.

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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

To develop the Customer Relations Management System to solve technical problems and follow-up on the new requests of the system's users (TRA employees), a link has been activated through the TRA internal portal (the Gate) under the e-services (IT Service Desk) to register and follow-up on the requests related to the CRM system.



Happiness in our terms

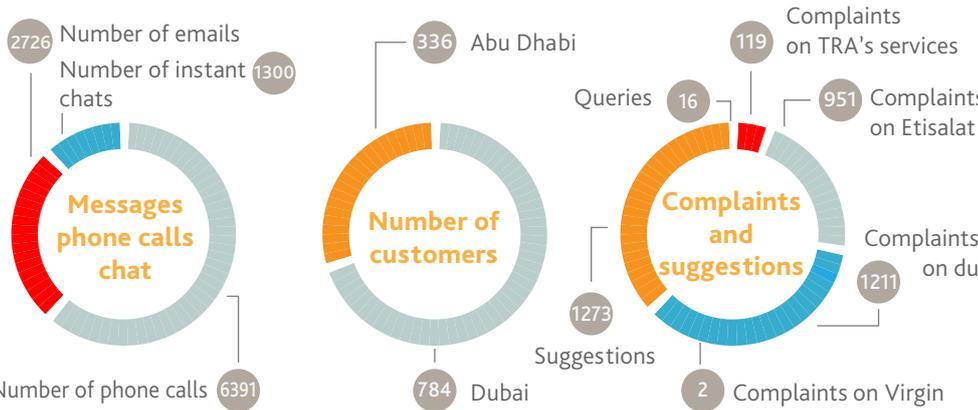
Behavioral variables: a group of information related to the customers behavior, including but not limited to the way the customer uses the channels and requests the needed services.

Demographic variables: a set of social and statistical information related to the customers, including but not limited to geographical area, age, gender and income.

Objective criterion: a criterion in which things are evaluated objectively without being influenced by personal opinions or feelings or any internal factors.



24/7 Performance indicators




Happiness Indicator

The customer experience: 1. Awareness raising

The customer expects the entity to launch intensive campaigns aimed at all the customers' segments through all communications and social media channels to introduce the new service or modifications, its requirements and the deadlines for applying. The customer also expects to be addressed and communicated in a language that he understands and that is considerate to his cultural and social background. The following channels are the ones that the customer expects to receive information through: TV, Radio, newspapers, lectures, advertisement through reliable local news websites and social media channels, the entity's own social media channels, the entity's website, text messages (SMS) and WhatsApp, , external advertisements (malls, public roads, and other gathering locations)



Services Development

Service design tools: 1. Exploration tools:

1. Instant interviews: the team meets with the customers during or directly after their journey to receive the service, in order to obtain their immediate feedback.
2. Application of the interactive customer: a smart phone app that helps customers to provide their comments on the service on the spot during their journey.
3. A day in the customer's life: projecting a typical day in the customer's life (before and after receiving the service)
4. "Tell me why": posing the question on those who implement the service "why do you do this?" consecutively several times (at least five times) until the main cause of the problem is discovered.



Happiness Quote

"You do not need to search for happiness; it will come to you when you prepare a place for it in your heart"