

"The Arab unity, which considers the UAE as its nucleus, is not a dream or a fantasy, and this nation can achieve it if the intentions are true and the wishes are intertwined"

Sheikh Zayed bin Sultan Al Nahyan



The UAE, represented by the Telecommunications Regulatory Authority (TRA), chaired the 24th meeting of the Arab Spectrum Management Group (ASMG), which took place in the Jordanian capital Amman, with participation of 14 Arab countries.

The meeting discussed a number of important topics related to preparation for WRC.

(Read More...)



**ITU WTIS-18**

The UAE represented by the Telecommunications Regulatory Authority (TRA), chaired the ITU 16th World Telecommunication/ICT Indicators Symposium (WTIS), which concluded in the Swiss capital of Geneva.

(Read More...)



**Delegation**

(TRA) received at its headquarters in Dubai a delegation from the Department of Public Prosecution in Ras al-Khaimah. This visit came in the context of exchanging expertise and knowledge.

(Read More...)



**Preparatory**

(TRA) held the preparatory meeting for the launch of the UAE Hackathon 2019, which will be held under the slogan "Data for Happiness". The meeting took place in TRA Dubai office.

(Read More...)

(TRA) has attained two ISO certifications in the fields of Risk Management and Governance. H.E. Hamad Obaid Al Mansoori, TRA Director General, received the certificates from Mr. Ahmad Al-Khatib, General Manager of the British Standards Institution in the Middle East and North Africa (BSI).

TRA achievement of ISO Certification in Effective Governance Management Systems (BS 13500:2013).

(Read More...)

(TRA), represented by the Computer Emergency Response Team (aeCERT), organized a special cyber drill exercise to enhance skills and ensure readiness of cybersecurity teams in the UAE. This exercise was held in cooperation with a number of federal and local authorities.

(Read More...)





## 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**

President His Highness Sheikh Khalifa bin Zayed Al Nahyan, has declared 2019 as the <Year of Tolerance>, highlighting the UAE as a global capital for tolerance, via its various legislative and policy-oriented goals to enhance the role of the country in instilling the values of co-existence and peace in local, regional and international communities.

His Highness said that the Year of Tolerance is an extension of the Year of Zayed, as it upholds the values of tolerance and co-existence that the late Sheikh Zayed bin Sultan established among the people of the UAE.



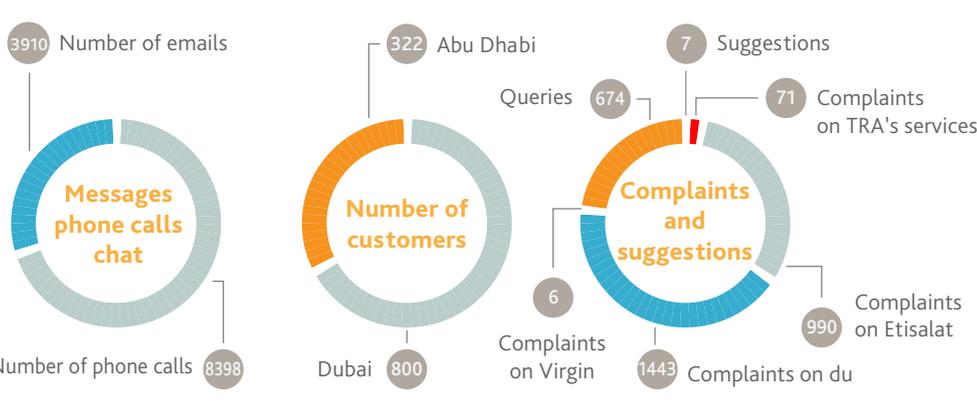
**Happiness in our terms**

**External customers:** Users who use services of government entities. They interact with the authorities to obtain information, submit service request or receive a service. Customers are the individuals or companies that the government seeks to reach and serve.

**Concerned parties:** employees of other government entities who need services and information from the entity to enable them to perform their work. These are not considered traditional customers, however they need the same services as the customers.



**24/7 Performance indicators**




**Happiness Indicator**

**Customer experience 6. Receiving the service**

We all agree that waiting time is the most inconvenient issue for customers, thus, the ideal situation (which the entities should aim to achieve when re-designing their services) is no waiting time at all, or minimizing it as much as possible. The customer expects that the number of customer happiness employees in the center is consistent with the workload (to achieve this, the entities much conduct studies to measure the workload, the center capacity, the peak times, and calculate the required number of employees accordingly), which will reduce the waiting time. Moreover, speed of service delivery will also reduce waiting time.

Note: entities are advised to study the implementation of an appointment system for services that require more than 15 minutes, in order to spare customers long waiting periods. In this case, the customer expects to be informed by the entity about this system through all available channels.



**Services Development**

**Ice breaking tools:** Intelligence Game:  
This tool used for charging the participants' thinking energies, and preparing them for brainstorming exercises. For example, you can display an English sentence to the participants and ask them to search for a certain letter (F for example), and how many times it has been repeated. Based on previous experiences, most people cannot figure the right number. This tool helps to determine the intelligence level of participants.



**Happiness Quote**

**"Failure is only a temporary defeat that creates chances of success"**

H.H. Sheikh Mohammed bin Rashid Al Maktoum