

TDRA

هيئة تنظيم الاتصالات والحكومة الرقمية
TELECOMMUNICATIONS AND DIGITAL
GOVERNMENT REGULATORY AUTHORITY



TDRA | ارتقاء
ERTEQA
INITIATIVE

ABOUT THE INITIATIVE

A national TDR initiative, the first of its kind in the world for the classification of customer service centers of telecom service providers to enhance customers' happiness and drive competition among telecom service providers of the UAE.



OBJECTIVES



Evaluation of
customer service centers



Standardization of services
across customer service centers



Ensuring consistency of
services delivered by telecom
service providers



Enhancing customers'
happiness at service centers

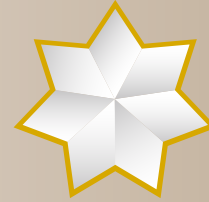


Boosting competition among
telecom service providers

BENCHMARKING



برنامج الإمارات للخدمة الحكومية المتميزة
Emirates Government Service Excellence Program

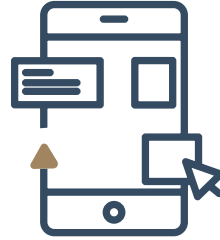


نظام النجوم العالمي لتصنيف الخدمات
Global Star Rating System for Services

A MORE HOLISTIC PROGRAM



Consistency of Service Centers



User Experience



Customers' Expectations

EXPECTED OUTCOMES

- Increased customers' happiness at service centers in the UAE telecom sector
- Delivering on customers' expectations to get the best telecom services in the UAE
- Keeping telecom services providers informed about their customer service performance
- Improving telecom services provided to UAE-based customers
- Innovate new services to facilitate telecom services for UAE-based customers

MAIN CRITERIA



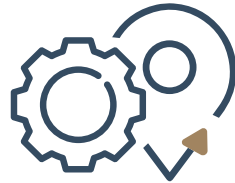
Customer Expectations



Customer Journey



Consistency across Centers



Center's Location, Services & Products

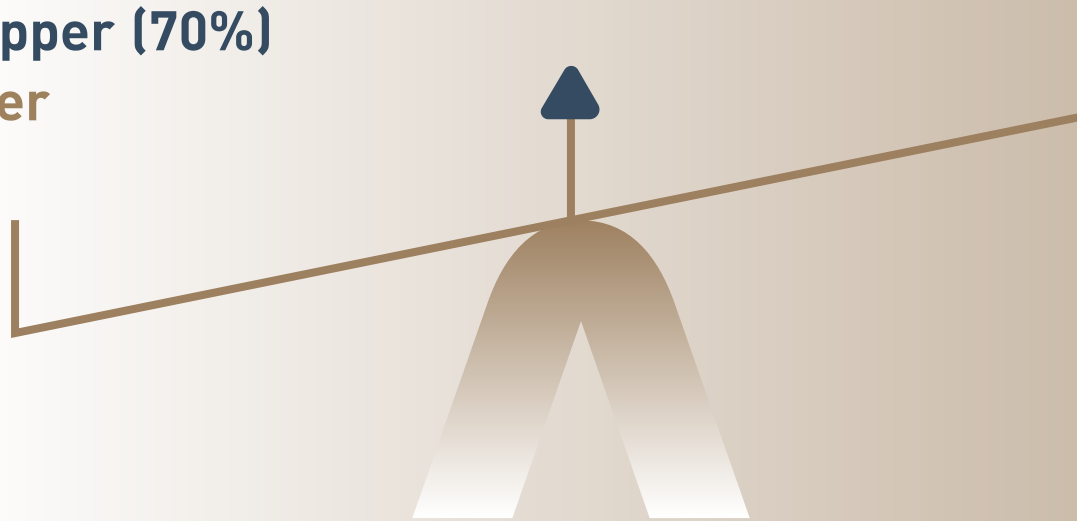


Innovation

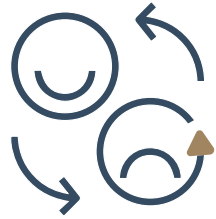
EVALUATION MECHANISM

Mystery Shopper (70%)
2 visits/center

Surveys (30%)
20-30 surveys/center



OUTPUT OF EVALUATION CYCLES



Opportunities for Improvement



Strengths



Center's Rating

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THANK YOU