TDRA

تصنيف خدمـــات
تقنية المعلومات
ICT RATING

INTRODUCTION

TDRA's Initiative for ICT QoS Ratings

The ICT QoS Ratings initiative aims to promote better ICT services in the tourism, leisure and business sectors, and will lead to wide-ranging benefits - both for users and venue owners - and more broadly for the UAE

ICT Service Ratings Initiative

TDRA has a mandate to stimulate competition, elevate quality of ICT services and promote the digital lifestyle in the UAE

The ICT-rating system ("Tasneef" initiative in Arabic) could become a unique initiative globally showcasing to the world not only UAE's leadership in the ICT sector but also its proactive approach to improve the level of service in the sector

Tourist Destinations

Enhancing the user experience in the UAE's tourism, leisure and business sectors

Global Business Positioning

Strengthening the UAE's position as a global business hub

UAE ICT Rankings

Further improving the UAE's ranking in ICT-related global performance indicators

Benefits Realized from the Initiative

Collaborating with TDRA on this initiative can bring the following benefits

Customer Experience

The initiative will lead to optimized user experience in the UAE's tourism, leisure and business sectors

Benefits for tourists

Hotel bookings that offer ICT services and meet their needs (Wi-Fi, on-demand TV, etc.)

Staying connected while shopping (social media)

Using all-in-one ICT solutions at theme parks (e.g. m-payment, pictures)

Benefits for entrepreneurs

Ability to choose hotels that offer the best data protection for their business needs

Access to dedicated infrastructures at business centers

Digitally manage and organize meetings at conference centers

The UAE

The initiative will bring several benefits to the UAE

Being the ideal destination for business and... corporate events

Quality ICT infrastructure is a key factor when choosing the UAE as a location for corporate events. Business can be significantly enhanced through marketing and offering advanced ICT services.

Increasing UAE's global competitiveness...

TDRA's Initiative for ICT QoS Ratings could further bolster the UAE's ranking in global indices, which in turn helps attract more businesses and investments

WORLD ECONOMIC FORUM   ITU

Measuring the Impact of Rating ICT Services

TDRA would like to assess the impact that the initiative has had on the UAE ,2015 As the initiative has been running since

BENEFITS OF MEASURING IMPACT & IMPROVEMENTS

Incentivize partners and entities that are assessed to make changes and follow the suggested recommendations with the ability to demonstrate TDRA's contribution to informing the public on improvements in ICT services (if results can be published externally)

Help achieve the mandate and strategic goals of TDRA (to develop the quality of provided ICT services in the UAE, to ensure keeping pace with technological development in the sector; in addition to enhancing the smart lifestyle in the UAE)1

Support the UAE government strategies at the federal, Emirate and local levels (e.g. UAE National Innovation Strategy, Dubai Expo 2020 Strategy, etc) and demonstrate contribution to the same as such improvements can be quantified

Allow TDRA to continually evolve the framework by making changes to ensure greater alignment with the UAE's trends and international benchmarks (e.g. add new categories as innovative technologies across sectors evolve globally, change scoring based on implemented improvements and in line with the growing expectations on services)

FRAMEWORK FOR ICT SERVICE RATING IMPACT ASSESSMENT

ICT Evaluation Framework

TDRA's Framework for Rating ICT Services
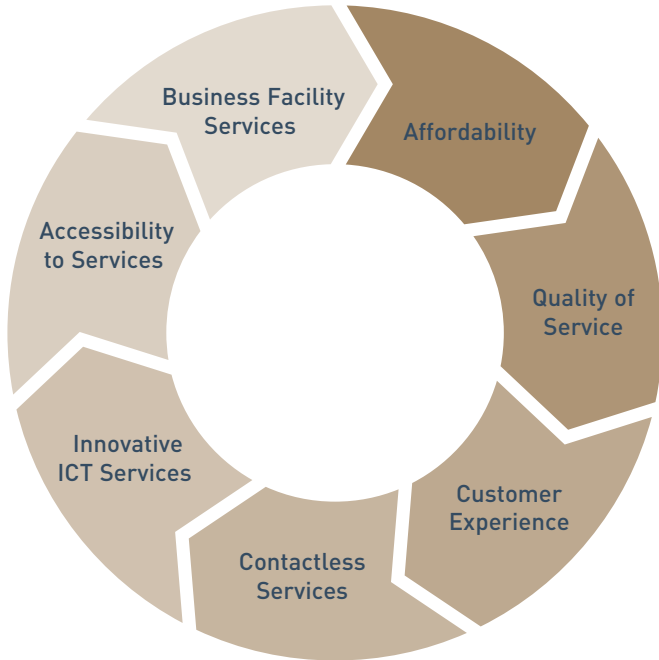
Category	Description	Applicable to
Affordability	Pricing of ICT services offered	Hotels, Malls, Parks
Quality of Service	Quality of ICT services	Hotels, Malls, Parks
Customer Experience	Availability of innovative ICT services to enhance the customer experience	Hotels, Malls, Parks
Contactless Services	Availability of enhanced services to minimize interaction between people	Hotels, Malls, Parks
Innovative ICT Services	Availability of cutting-edge technology ICT Services	Hotels, Malls, Parks
Accessibility to Services	Availability of ICT-enabled internal services	Hotels, Malls, Parks
Business Facility Services	Availability of ICT services geared to business needs	Hotels

Hotels   Malls   Parks

Testing Methodology

Testing of the framework will be conducted by way of mystery shopping and guest surveys

Testing will be conducted at the level of hotels, parks and malls

1 Mystery Shopping

Mystery shoppers will assess ICT services during:
One-night stays at each hotel
3–2 hour visits to each mall and park

2 Guest Survey

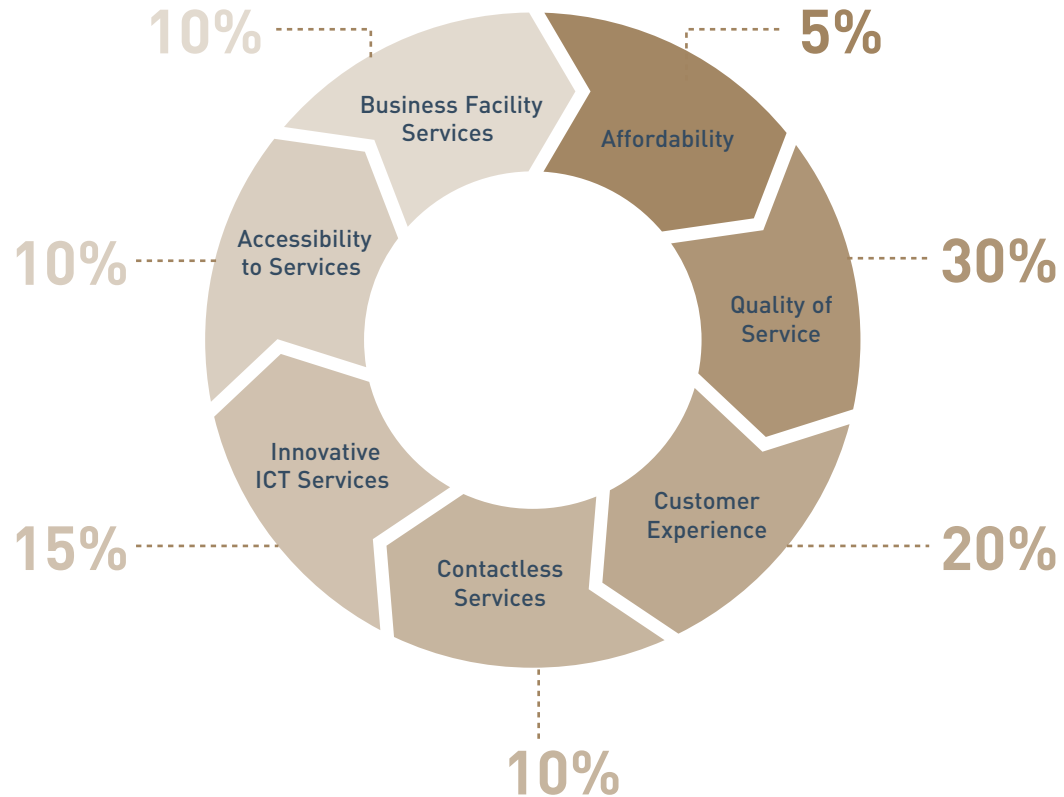20 in-house guests or visitors will be surveyed at each venue

3 IT Manager Interviews

IT heads will be interviewed at the group or hotel level to assess and understand the level of services offered to them by the UAE's telecom service providers (du and etisalat)
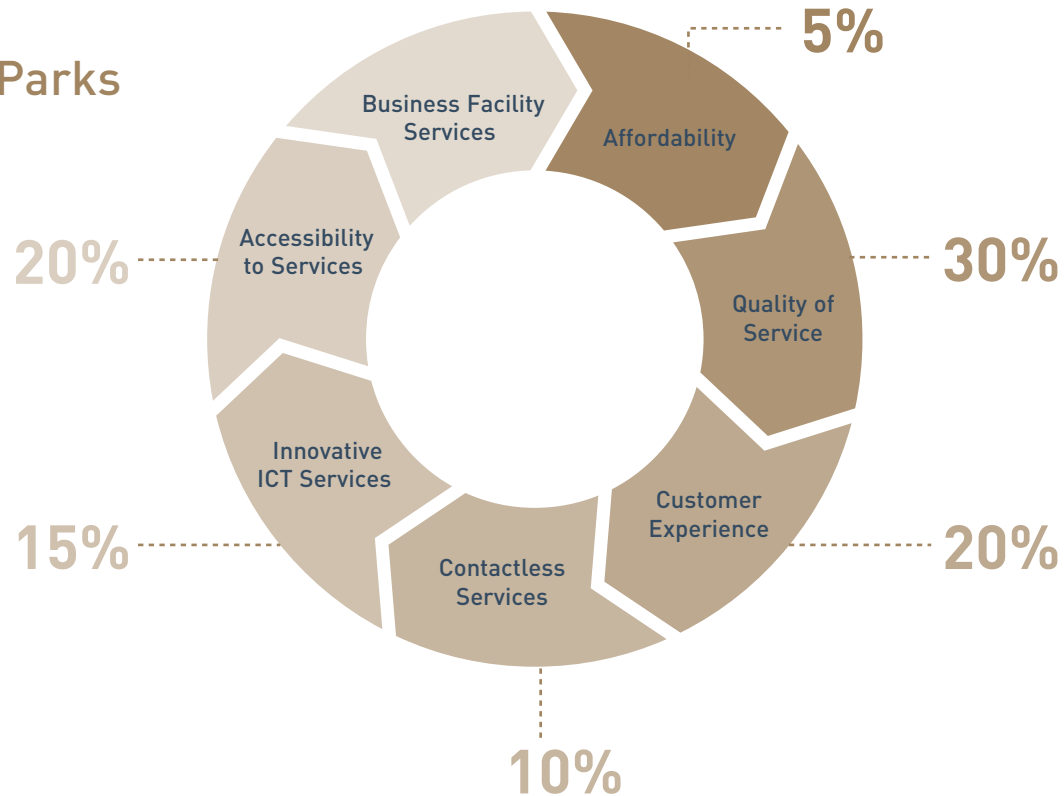
WEIGHT

Weightings for Hotels

Proposed Weights for Hotels

- Business Facility Services — 10%
- Affordability — 5%
- Quality of Service — 30%
- Customer Experience — 20%
- Contactless Services — 10%
- Innovative ICT Services — 15%
- Accessibility to Services — 10%

Weightings for Shopping Malls and Theme Parks

Proposed Weights for
Shopping Malls Proposal Theme Parks