Smart Government Indicators and Enablers

Guidelines 2019

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1. Introduction

Based on the Cabinet Decision No. (60/3/1) on the Adoption of the Federal e-Government Strategic Plan, the Cabinet Decision No. (315/11/30) of 2013 on the activation of the smart government initiative, the strategic indicators, and based on the directives of Prime Minister's Office at the Ministry of Cabinet Affairs and the Future to consider the Telecommunications Regulatory Authority (TRA) the enabling entity of the smart government pillar. Furthermore, in line with the directives of our wise leadership on the need to continue to work as one national team with all federal entities in order to achieve the UAE Vision 2021 and the National Agenda, to make the UAE the first globally in the Online Service Index (OSI), TRA monitors and measures the commitment of government entities to the mGovernment enablers. The initiative aims to raise the level of e/m transformation of government services and to enhance the smart lifestyle in the UAE.
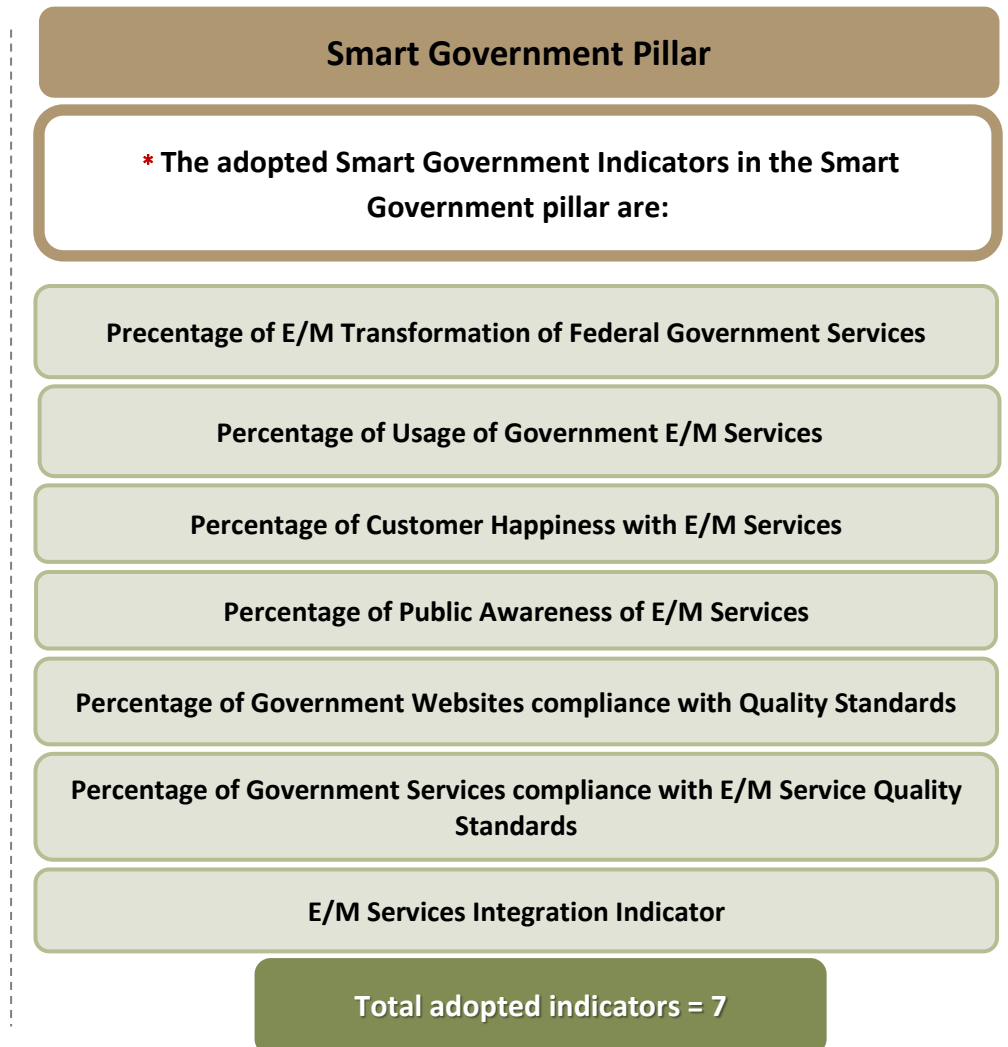
TRA seeks to enable the federal entities to achieve excellence in the Smart Government indicators and enablers, to raise and improve their e-services quality and enhance their e-presence, through:

- Updating the Smart Government indicators criteria and measurement mechanism in accordance with best international practices, UN standards, and new directives launched by the UAE leadership.

- Providing advisory support to the federal entities on Smart Government indicators throughout the year.

- Continuous monitoring of the entities work, e/m Transformation plans of their services, their level of commitment to these plans, and submitting appropriate reports and recommendations to decision-makers.

- Holding meetings and awareness workshops with the federal entities regarding Smart Government enablers & indicators.

- Monitoring and measuring the level of commitment of the federal entities to Smart Government enablers & indicators.

- Making development recommendations and proposals to the federal entities in relation to the Smart Government enablers & indicators.

These guidelines review each of the Smart Government Indicators and Enablers and address the criteria of each indicator with its relevant guiding principles, which will be used to measure Smart Government KPIs for 2019.

2. The list of Smart Government Indicators and Enablers

The Smart Government indicators for 2019 are divided into 7 main indicators as follows:

Smart Government Pillar

* The adopted Smart Government Indicators in the Smart Government pillar are:

Precentage of E/M Transformation of Federal Government Services

Percentage of Usage of Government E/M Services

Percentage of Customer Happiness with E/M Services

Percentage of Public Awareness of E/M Services

Percentage of Government Websites compliance with Quality Standards

Percentage of Government Services compliance with E/M Service Quality Standards

E/M Services Integration Indicator

Total adopted indicators = 7

All Smart Government indicators of 2019 are monitored and measured by mGovernment Enablers Team, except the third indicator "Percentage of customer Happiness with E/M services", which is monitored and measured through the PMO.

All details of Smart Government indicators will be outlined in these guidelines.

3. Measurement Mechanism

There are slight changes in the measurement mechanism of the Smart Government indicators of 2019 regarding some indicators. A new pillar has been added, which includes new criteria on the entity's level in the E/M transformation indicator, public awareness of E/M services, the websites quality indicator, and the E/M services quality indicator. Additionally, the calculation mechanism of the criteria score under "the innovation level category" have been changed in all indicators, as it will be considered additional marks, and will be added to the entity's total result in the indicator.

The measurement mechanism and "The Innovation Level" in the implementation of the criteria of the Smart Government Indicators

Based on the positive results of the Smart Government indicators evaluation of 2018 with regards to the innovation criteria, in which a large number of Federal Government Entities presented exceptional practices, and based on the key observation on the measurement results of the smart government enablers of 2014 and 2015 regarding the federal entities' full adoption of the "Guidelines" developed by the mGovernment Enablers Team on the smart government indicators, which clarify the method of achieving the full score in each indicator by the federal entity, specially that the old mechanism did not take into account any other innovations implemented by the federal entity in applying the criteria of the smart government indicators, for the aim of improving the quality of their services and their e-presence.

Accordingly, an updated mechanism has been adopted since 2016, which does not specify any limits to the typical responses of a number of criteria, allowing the federal entities to be creative in the implementation of these criteria, by including the concept of the "level of innovation" in the implementation of a number of a the previously mentioned Smart Government Indicators to motivate the federal entities to think creatively and come up with creative and innovative ideas.

The mechanism aims to motivate positive competition among federal entities to achieve excellence in provision of online services and innovation in the implementation of the Smart Government Indicators criteria.

"Innovation Level" Category
A number of criteria have been identified in the following indicators:
- The Fourth indicator: Percentage of public awareness of E/M services
- The Fifth indicator: Percentage of government websites compliance with website quality standards
- The Sixth indicator : Percentage of government services compliance with E/M services quality standards

4. The Guideline

These Guidelines identify the following for each indicator:

- **The First indicator: Percentage of E/M Transformation of federal government services (criteria)**
    - Typical responses for each criteria of this indicator to achieve the full score.

- **The Second indicator: Percentage of usage of government E/M services (Equations)**
    - General recommendations for increasing the usage rate (no typical responses)

- **The Fourth indicator: Percentage of public awareness of E/M services**
    - Typical responses for the criteria
    - Minimum acceptable level of the "Innovation level" category criteria

- **The Fifth indicator: Percentage of government websites compliance with website quality standards (criteria)**
    - Typical responses for the criteria
    - Minimum acceptable level of the "Innovation level" category criteria

- **The Sixth indicator: Percentage of government services compliance with E/M service quality standards (criteria)**
    - Typical responses for the criteria
    - Minimum acceptable level of the "Innovation level" category criteria

- **The Seventh indicator: E/M services integration indicator**
    - Explanatory guide about the indicator

Important note: When reading these guidelines, please pay attention to the icons next to some criteria. Each icon indicates:

　　New criterion within the Smart Government Indicators

　　criterion falls under the Innovation category

I. First Indicator: Percentage of E/M Transformation of Ferderal Government Servcies

- **Indicator Description**
  - The following table provides an overview of the indicator including the definition, scope of measurement, main components, and the mechanism of result calculation at the entity/government level.

	Indicator Card **Percentage of E/M transformation of federal government services**
Definition	This indicator measures the level of e/m transformation of government services from the beginning of the provision process until their readiness on the website and mobile devices, in order to provide the services to the customers in a fully electronic/smart manner.
Scope	The indicator includes all government priority services provided to individuals and businesses, and compatible with e/smart transformation, in all federal entities.
Calculation Equation	**The indicator result is calculated at the entity level as follows:** (Total percentages of e/m transformation of government priority services compatible with e/m transformation in the federal entity) / (Total number of priority services compatible with e/m transformation in the federal entity) **The indicator result is calculated at the government level as follows:** Total percentages of e/m transformation of government priority services compatible with e/m transformation in all federal entities on "/"Total number of priority services compatible with e/m transformation in all federal entities.
Indicator Components	The indicator consists of a total of 13 main criteria divided at the level of the entity and services as follows: * criteria at the level of the federal entity (2): 1. Readiness 2. Security level of access channels to the service *criteria at the level of services (11): 1. The level of electronic transformation of the service provided through the e-portal 2. The level of smart transformation of the service provided through the mobile phone 3. Channels of access to the service provided through mobile phone 4. Work platforms available for mobile application 5. Languages available in the service access channels through the e-portal. 6. The user's obligation to provide feedback after completion of the service provided through the e-portal. 7. Compatibility of the service provided through the e-portal with people with special needs. 8. Languages available in the service access channels through the mobile phone 9. The user's obligation to provide feedback after completion of the service provided through the mobile phone. 10. Compatibility of the service provided through the mobile phone with people with special needs. 11. Compatibility between service access channels

- **Adopted criteria for the Precentage of E/M Transformation of Federal Government Service Indicator**

Main pillars of e/m Transofrmation Indicator
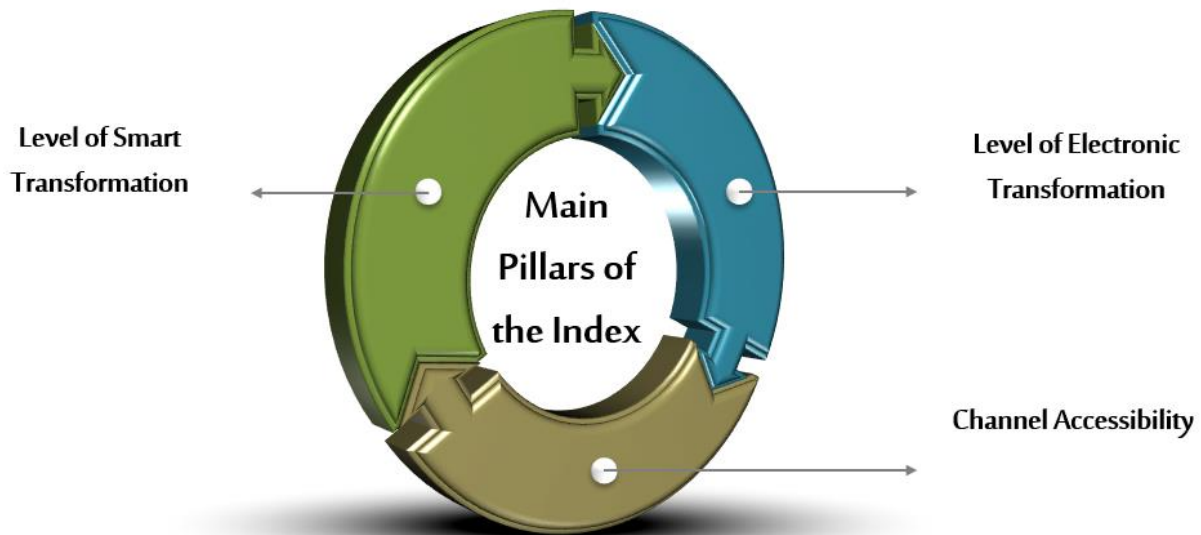
The following table shows the adopted criteria for the e/m transformation indicator 2019 with the options available for each criterion, which will be used in the evaluation process. Kindly note the following:

- o   If the criterion has 4 options, its final score would be 3
- o   If the criterion has 3 options, its final score would be 2
- o   If the criterion has not been implemented, the entity receives a score of zero "0"
- o   If the criterion is "not applicable" (N/A) to the service, the value and score of the criterion are automatically distributed to the other criteria.

Percentage of E/M Transformation of federal government services 2019		
Pillar / Standard		**Options**
1	**Readiness (at the entity level)**	
NEW 1.1	Is there a formal decision to form a digital transformation team in the entity?	1- Yes 0- No
NEW 1.2	What is the percentage of the transformed services out of the total number of services in the entity?	2-More than 60% 1- More than 30% 0- Less than 30%
2	**Security level of access channels to the service (at the entity level)**	
2.1	Is the protocol (Secure Sockets Layer SSL) used in the service access channels?	3- In all the evaluated services 2- In most services (more than 50% of the number of the evaluated services) 1- In some services (less than 50% of the evaluated services) 0- Not available
2.2	Which of the following methods are used in login authentication process of the service provided through the e-portal?	2- Two-factors authentication login in all services. 1- Two-factors authentication login in on some services. 0- one-factor authentication login 0- N/A
2.3	Which of the following methods are used in login authentication process of the service provided through the mobile phone?	2- Two-factors authentication login in all services 1- Two-factors authentication login in on some services 0- One-factor authentication login 0- N/A
3	**The level of electronic transformation of the service provided through the e-portal (at the service level)**	
3.1	Service information (procedures, documents, fees, etc.) are available on the website	2- Sufficient information about the service are available 1- Simple information about the service are available 0- No information about the service are available
3.2	Identification and verification of user access (for example, through SSO)	2- Yes 1- No 0- N/A
3.3	Ability to apply for service through the website	2- Yes 0- No

3.4	Ability to follow-up on the process through the website	2- Yes 0- No 0- N/A
3.5	Ability to attach the required documents through the website	2- Yes 0- No 0- N/A
3.6	Ability to process fees payment through the website	2- Yes 0- No 0- N/A
3.7	Ability to receive the service through the website (without visiting the service centers)	2- Yes 0- No 0- N/A
4	**The level of smart transformation of the service provided through the mobile phone (at the service level)**	
4.1	Service information (procedures, documents, fees, etc.) are available via the mobile phone	2- Sufficient information about the service are available 1- Simple information about the service are available 0- No information about the service are available
4.2	Identification and verification of user access (for example, through SSO)	2- Yes 1- No 0- N/A
4.3	Ability to apply for service through the mobile phone	2- Yes 0- No
4.4	Ability to follow-up on the process through the mobile phone	2- Yes 0- No 0- N/A
4.5	Ability to attach the required documents through the mobile phone	2- Yes 0- No 0- N/A
4.6	Ability to process fees payment through the mobile	2- Yes 0- No 0- N/A
4.7	Ability to receive the service through the mobile phone (without visiting the service centers)	2- Yes 0- No 0- N/A
5	**Channels of access to the service provided through mobile phone (at service level)**	

5.1	What are the channels of access to the service through mobile phone?	2- Mobile responsive website or smart App. 0- N/A
6	**Platforms available for mobile application (at service level)**	
6.1	How many platforms are available for mobile App?	2- Two or more 0- One
7	**Languages available in the service access channels through the website (at service level)**	
7.1	How many languages are available on the website access channels?	2- Two languages 0- One language
8	**The user's obligation to send feedback after completion of the service provided through the website (at service level)**	
8.1	Is the service provided through the website supported with the user feedback feature after completion of the service?	2- Yes (Compulsory) 1- Yes (Optional) 0- No
9	**Compatibility of the service provided through the website with people with special needs (at service level)**	
9.1	Is the service provided through the website supported to suit people with special needs?	3- Provides at least three features to support users with special needs. 2- Provides two features only to support users with special needs. 1- Provides one feature only to support users with special needs. 0- No features are available to support users with special needs.
10	**Languages available in mobile access channels (at service level)**	
10.1	How many languages are available in mobile service access channels?	2- Two languages 0- One language only
11	**The user's obligation to send feedback after completion of the service provided through the mobile phone (at service level)**	
11.1	Does the mobile service provide the option of sending a user evaluation after completion of the service?	2- Yes (Compulsory) 0- Yes (Optional) 0- No
12	**Service provided through mobile is compatible with people with special needs (service level)**	
12.1	Is service provided through mobile compatible with people with special needs?	3- Provides at least three features to support users with special needs. 2- Provides two features to support users with special needs. 1- Provides one feature only to support users with special needs. 0- No features are available to support users with special needs.

13	Compatibility between service access channels (at service level)	
13.1	Can this service be completed through mobile phone if the process was started via the website or vice versa?	2- Yes 1- No 0- N/A

- **Guideline on The Percentage of E/M Transformation of federal government services 2019**
  - The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion

	Guidelines (Recommendations)
1	**Readiness (at the entity level)**
NEW 1.1	**Is there a formal decision to form a team of digital transformation leaders in the entity?** The process of digital transformation is a key organizational function that must be represented by an organizational unit or specialized team assigned through a formal decision by the Director General or the Undersecretary to manage and implement the digital transformation strategy to ensure balance and avoid duplication or inconsistencies between different organizational divisions. Availability of capacities and cadres working within specific groups and functions, and interacting in an integrated manner, enhance the ability of the digital transformation team to carry out its tasks and exercise its authority in planning, organizing, implementing, and providing excellent digital services and improving the level of services provided to customers.
NEW 2.1	**What is the percentage of transformed services out of the total number of the entity's services?** The entity must provide a list of all the services it provides to the public, and specify the number of services that have been e/m transformed, including priority and non-priority services (example: the total number of the entity's services is 10 services, the number of transformed services is 5, the percentage of the transformed services is 50%) Note: services that are not compatible with e/m transformation are not included in the calculation.
2	**Security level of service access channels (at the entity level)**
2.1	Using the protocol (Secure Sockets Layer SSL) in the access channels of all services through the e-portal.
2.2	Using two-factor authentication login (example: username, password + security questions) through the e-portal on all procedural services and services requiring login. - Hint: Activating the two-factor authentication login feature technically and giving the user the option to activate the two-factor authentication or not.
2.3	Using two-factor authentication login (example: username, password + security questions) through the mobile phone on all procedural services and services requiring login. - Hint: Activating the two-factor authentication login feature technically and giving the user the option to activate two-factor authentication or not.
3	**Access channels to the service provided through mobile (at service level)**
3.1	There are sufficient information about the service in the service card on the website (The information provided in the service card must include at least the following points: procedures, supporting documents, fees, target audience, addresses and locations of service provision, service terms and conditions, service implementation time)
3.2	The customer can access all the services that can be requested through the website via Single Sign-On (SmartPass)
3.3	The customer can apply for the service through the service card page on the website (start the service option is available on the service card)
3.4	The customer can follow-up on the current status of the electronic transaction and the process progress through the website
3.5	The customer can attach the required documents to complete the service application through the website
3.6	The customer can pay the service fees through the website

3.7	The customer receives the service applied through website without having to visit any service centers
4	**The level of smart transformation of the service provided through mobile phone (at service level)**
4.1	There are sufficient information about the service in the service card on the mobile application (the information provided on the service card must include at least the following points: procedures, documents, fees, target audience, addresses and locations of service provision, service terms and conditions, service implementation time)
4.2	The customer can access all the services that can be requested through the mobile phone through Single Sign-On (SmartPass)
4.3	The customer can apply for the service through the service card page on the mobile phone (start the service option is available on the service card)
4.4	The customer can follow-up on the current status of the electronic transaction and the process progress through the mobile phone
4.5	The customer can attach the required documents to complete the service application through the mobile phone
4.6	The customer can pay the service fees through the mobile phone
4.7	The customer receives the service applied through mobile phone without having to visit any service center
5	**Service access channels through mobile phone (service level)**
5.1	The customer can apply for the service through mobile phone using the mobile responsive website or the smart application
6	**Work platforms available for mobile phone (service level)**
6.1	Smart phone application is available through two platforms at least
7	**Available languages in the service access channels on the website (at service level)**
7.1	Two or more languages are available to receive the services through the website.
8	**The user's obligation to send feedback after completion of the service provided through the website (at service level)**
8.1	Intensifying the efforts to motivate customers to provide objective feedback of their level of satisfaction about the service provided through the website once the application is submitted.
9	**Service provided through the website is compatible with people with special needs (at service level)**
9.1	Activating at least three special needs features through the website to support users with special needs and help them to apply for and use the available e-services. (Example: text-to-speech, text color, and other features)
10	**Available languages in service access channels on mobile phone (at service level)**
10.1	Two or more languages are available to receive the service provided through the mobile phone.
11	**The user's obligation to send feedback after completion of the service provided through the mobile phone (at service level)**
11.1	Intensifying the efforts to motivate customers to provide objective feedback of their level of satisfaction about the service provided through the mobile once the application is submitted.
12	**Service provided through the mobile is compatible with people with special needs (at service level)**

12.1	Activating at least three special needs features through the mobile phone to support users with special needs and help them to apply for and use the smart services available. (Example: text-to-speech, text color, and other features)
13	**Compatibility between service access channels (at service level)**
13.1	Enabling the customer to complete the service through mobile phone if it has been initiated through the website, or vice versa

II. Second Indicator: Percentage of Usage of Government E/M Services

- **Indicator Description**
  - The following table provides an overview of the indicator, including the definition, scope of measurement, its main components and the mechanism of calculating the indicator result at the entitiy/government level.

Indicator Card Percentage of Usage of Government E/M services	
Definition	The indicator measures the demand of individual and business customers on the use of e/m services provided by federal entities.
Scope	The scope of the indicator includes all government priority services compatible with e/m transformation provided to individuals and businesses in all federal entities (information services are excluded due to the absence of appropriate measurement mechanisms of their use).

Calculation Equation	The percentage of usage is calculated at the level of each measureable priority service through (number of electronic transactions + number of smart transactions) on "/" the total number of transactions (electronic + smart + manual)
	
	The indicator result is calculated at the entity level as follows:
	(total percentages of use of e/m services of government priority services that have been transformed to e/m services in the federal entity) / (total number of government priority services that have been transformed to e/m services in the federal entity)
	Evaluation mechanism: the federal entity must provide statistics of number of transactions from different channels with users data on a quarterly basis, after which, TRA will check and verify their validity through the following (note: the federal entity must use a mechanism to identify the source of completed transactions, indicating whether the transaction is performed through the entity's website, the mobile responsive website, the smart App or any other channel) :
	    • A survey with the customers database, sent to TRA by the entity.
	    • The Mistry Shopper
	The indicator result is calculated at the government level as follows:
	Summing the results of all e/m services of all federal entities and dividing them on the total number of all the services compatible with e/m transformation provided to individuals and businesses.

Indicator Components "transactions are divided into smart, electronic, and manual transactions"	• The transaction is considered **smart** if it is provided through:
	Mobile App, the mobile responsive website, smart devices available to the customers at the service centers.
	    • The transaction is considered **electronic** if it is provided through:
	The entity's website, the mobile responsive website, the call center IVR, Kiosk devices, computers and laptops available for the customers at the service centers
	    • The transaction is considered **manual** if it is provided through:
	The call center employees, the entity service center employees, typing centers or any other service centers, any other channels (post offices, money exchange, others)

- **Calculation Equation of the Percentage of Usage of Government E/M Services**
  - The following table shows the adoption equation for measuring the percentage of usage of E/M services for 2019, with some examples of electronic/smart/manual channels available for service provision.

Percentage of Usage of Government E/M Services indicator 2019	
The Service Calculation Equation of	

$$\text{Percentage of e/m services usage} = \frac{\text{number of electronic transactions} + \text{number of smart transactions}}{\text{total number of transactions (electronic + smart + manual)}}$$

#	Service Provision Channel	Electronic/Smart/Manual
1	The entity's website	Electronic
2	The mobile App	Smart
3	The mobile responsive website	Smart
4	The entity service center employees (even if using e/m channels)	Manual
5	The call center employees (even if using e/m channels)	Manual
6	The call center IVR	Electronic
7	The Kiosk devices	Electronic
8	The typing centers or any other service centers	Manual
9	The computer devices available for customers at the service centers	Electronic
10	The laptops available for customers at the service centers	Electronic
11	The smart tablets available for customers at the service centers	Smart
12	various smart devices available for customers at the service centers	Smart
13	The smart phones available for customers at the service centers	Smart
14	Any other channels (Post office, exchange office, others)	Manual

- **Guideline on the indicator of "Percentage of Usage of Government E/M services"**
    - o The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion

Guidelines
Due to the nature of this indicator and its measurement mechanisms, i.e. the calculation equation, there is no typical answer for the criteria. However, to raise the usage percentage according to the equation, the federal entity must: - Raise the rate of usage of e/m transactions compared to manual transactions.
The federal entity must use a mechanism to specify the source of completed transactions, indicating whether the transaction was performed through the entity's website, the mobile responsive website, the mobile App, or any other channels.
The importance of raising awareness and guiding customers to use e/m services through the entity's website, mobile website, smart App or any other electronic channels such as the devices installed in Kiosks, the call center IVR, or other e/m channels that do not require any human interference.
Simplifying and facilitating the use of the service through the website, mobile phone, and other e/m channels to meet the customers' needs and ensure their satisfaction with the e/m services, which will contribute to increasing the percentage of e/m services usage.
Creating innovative solutions and tools to motivate customers to apply for services through the entity's website, mobile website, mobile App, or any other electronic channels such as the devices installed in Kiosks, the call center IVR, or other e/m channels that do not require any human interference.

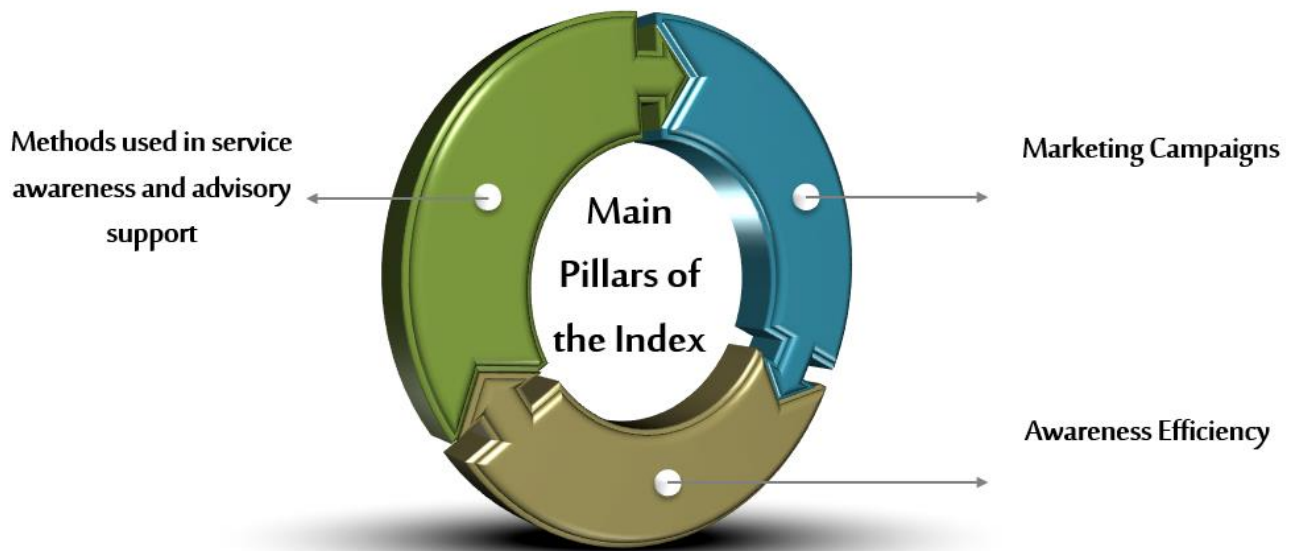## III. Fourth Indicator: Pecentage of Public Awareness of E/M Services

- **Indicator Description**
  - o The following table provides an overview of the indicator including the definition, scope of measurement, main components, and the mechanism of result calculation at the entity/government level.

Indicator Card Precentage of Public Awareness of E/M Services	
Definition	This indicator measures the percentage of public awareness of E/M services.
Scope	The scope of the indicator includes all government priority services compatible with e/m transformation provided to individuals and businesses in all federal entities
Calculation Equation	The percentage of public awareness of e/m services is calculated at the level of each measureable priority service through adhering to public awareness criteria. **The indicator result is calculated at the entity level as follows:** Total of commitment of e/m services to the public awareness criteria in the federal entity / total number of services compatible with e/m transformation in the federal entity **The indicator result is calculated at the government level as follows:** The average percentage of public awareness with all e/m priority services compatible with e/m transformation, provided to individuals and businesses.
Indicator Components	Public Awareness percentage is measured based on three pillars: **Pillar 1: Marketing campaigns (at service level), measured by the following criteria:** • Number of social media channels used for awareness raising. • Level of communication and interaction with the public through social media channels for awareness raising. **Pillar 2: Methods used in awareness and advisory support of services (at the entity level), measured by the following criteria:** • Mechanism used in the process of providing advisory support to the service users. • Channels used in awareness raising. **Pillar 3: Efficiency of the awareness, measured by the following criteria:** • Developing a marketing plan for e/m services and measuring its impact • Collecting and analyzing customers' data to identify their needs and preferences. **An addition pillar has been added to the indicator, "innovate and excel", which includes:** • Launching awareness campaigns for other services that are not listed as priority services • Measuring the impact of awareness on customers and on the entity.

- **Adopted criteria for the Precentage of Public Awareness of E/M Services Indicator**

Main pillars of the Indicator

The following table shows the adopted criteria for the Indicator with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

Precentage of Public Awareness of E/M Services Indicator 2019		
#	**Standard**	**Options**
1	**Sub-pillar 1: Marketing campaigns (service level)**	
1.1	How many social media channels are used for service awareness ?	2- Three or more channels 1- Less than 3 channels 0- None
1.2	What is the level of the entity's communication and interaction with the public through social media channels in spreading awareness of the service?	2- Twice every quarter 1- Once every quarter 0- None
2	**Sub-pillar 2: Methods used in services awareness and advisory support (entity level)**	
2.1	What is the used mechanism in the process of providing advisory support to service users?	3- Chatbot and text chat 2- Chatbot or text chat 1- Email 0- None
2.2	What are the channels used in awareness raising?	- Call center (1-yes, 0-no) - Email (1-yes, 0-no) - Other (1-yes, 0-no) (clarify the reasons of using other channels)

3	Sub-pillar 3: Awareness efficiency	
3.1	Is there a marketing plan for the entity's services?	2- Yes 1- Yes, partially 0- No
3.2	Are customer data collected, analyzed, and analysis results used in services marketing?	2- Yes 1- Yes, partially 0- No
💡	**Innovate and Excel**	
NEW **1**	**Have awareness raising campaigns been launched for other non-priority services?**	2- Yes 1- Yes, partially 0- No
NEW **2**	**Has the impact of awareness raising on the customers and the entity been measured?**	2- Yes 1- Yes, partially 0- No

- **Guideline on the indicator of "Precentage of Public Awareness of E/M Services"**
  - The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion

Precentage of Public Awareness of E/M Services indicator Guidelines
Sub-pillar 1: Marketing campaigns (at service level)
• The importance of using various media channels and multimedia in awareness raising of all e/m services.   • The importance of communications and interaction with the public through social media using three channels at least to raise awareness of e/m services continuously throughout the year (at least twice every quarter).
Sub-pillar 2: Methods used in awareness and advisory support of services (at entity's level)
• Diversifying and providing innovative and creative channels to provide advisory support to customers such as Chatbot and text chat.   • Diversifying the awareness raising methods of e/m services availability across various channels, to ensure reaching customers such as: call centers, local TV channels, local radio channels, text messages (SMS), mobile App notifications, local newspapers and magazines, email, brochures in exhibitions, seminars and lectures, events sponsorships, posters and road billboards, others.
Sub-pillar 3: Awareness efficiency
• Ensuring that the e/m services awareness have reached all targeted groups.   • Developing a marketing plan to implement awareness campaigns to raise awareness of e/m services and follow-up on their implementation and measure their impact on level of usage and satisfaction.   • Developing e/m services marketing plan that includes the services' marketing mechanism, marketing channels work mechanism, and service available channels.   • Some important elements that must be included in the marketing plan are: goals, channels, targeted group, elements of success, key activities, timeline, and others.
• Collecting and analyzing customers' data to determine their needs and preferences. For example, comprehensive data of the entity's customers are collected and analyzed according to elements such as demographic distribution, behavior, needs, preferences and attitudes, for example, their preferred way of communication with the federal entity for information, and using the analysis results in service marketing.   • Considering the customers as different categories and documenting these categories. Customers should be divided into various, clearly defined, categories, based on one or more measuring criteria (ex: Emirati youth, non-Emirati youth, Senior citizens, senior non-Emiratis, others)   • Analysis results of this data should be used in awareness and marketing in an effective manner.
🔅 **Innovate and Excel**
• The importance of marketing of all the entity's services, whether a priority or non-priority service. Marketing of all the entity's services reflects a positive impression to the customer while at the same time enhances the entity's presence in the community.   • The importance of providing a study of the awareness impact on the entity and on the community in general. The study must show the financial and moral revenue resulted of the marketing campaigns, as well as their impact on members of the community.

IV. Fifth Indicator: Precentage of Government Websites Compliance with Website Quality Standards
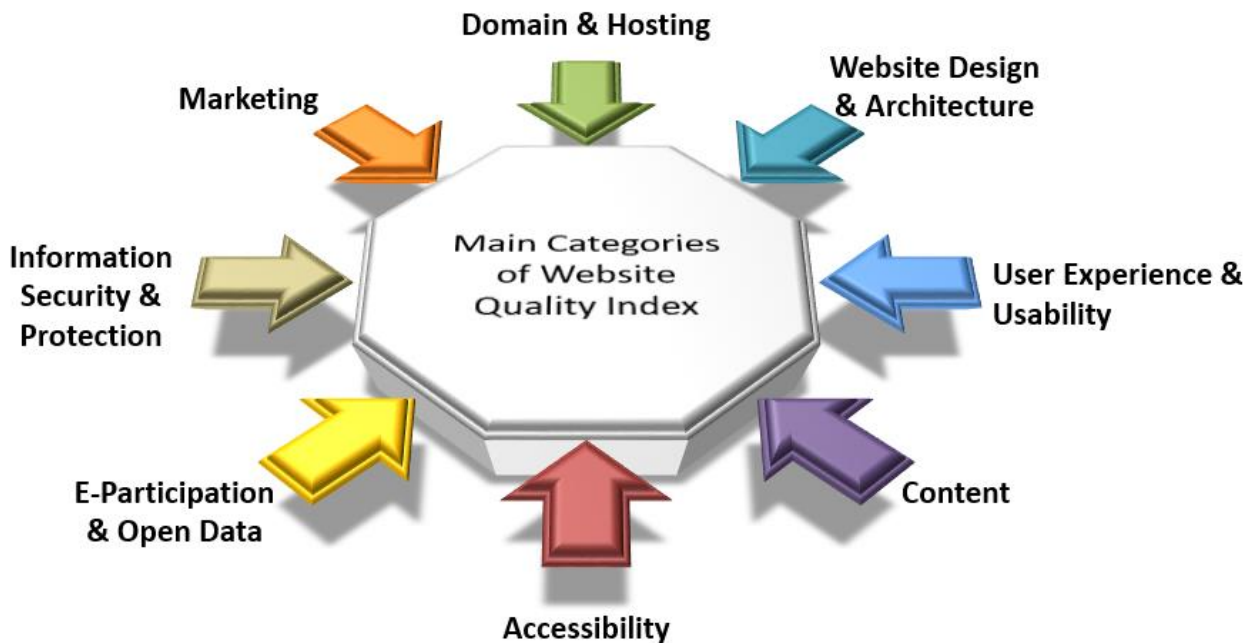
- **Indicator Description**
  - The following table provides an overview of the indicator including the definition, scope of measurement, main components, and the mechanism of result calculation at the entity/government level.

<table>
<tr><td colspan="2" align="center">Indicator Card
Precentage of Government Websites Compliance with Wesbite Quality Standards</td></tr>
<tr><td>Definition</td><td>The indicator measures the government websites quality by measuring their level of compliance with the website quality standards.</td></tr>
<tr><td>Scope</td><td>The indicator includes all federal government entities' websites.</td></tr>
<tr><td>Calculation Equation</td><td><u>The indicator result is calculated at the entity's level as follows:</u>
The final result of the percentage the federal entity's website compliance with the quality standards.

<u>The indicator result is calculated at the government level as follows:</u>
The total percentages of the federal entity's websites compliance with the quality standards / the total number of the federal entity's websites.</td></tr>
<tr><td>Indicator Components</td><td>The websites quality indicator is divided into 8 main pillars as follows:
Domain and hosting
Web Design & Architecture
User Experience and Usability
Content
Accessibility
E-Participation & Open Data
Information Security & Protection
Marketing
Moreover, a number of sub-standards are included in these pillars for the evaluation.</td></tr>
</table>

- **Adopted criteria for the Precentage of government websites compliance with Website quality standards Indicator**

Main pillars of the Indicator

- **Guideline on the Precentage of government websites compliance with quality standards Indicator**
  - **Please check the link to Website Quality Standards Guideline**

V. Sixth Indicator: Precentage of Government Services Compliance with E/M Service Quality Standards

- **Indicator Description**
  - o The following table provides an overview of the indicator including the definition, scope of measurement, main components, and the mechanism of result calculation at the entity/government level.

Indicator Card	
Precentage of government services compliance with E/M service quality standards	
Definition	The indicator measures the level of government e/m services by measuring their compliance with the e/m services quality standards.
Scope	The scope of the indicator includes all government priority services compatible with e/m transformation provided to individuals and businesses in all federal entities
Calculation Equation	**The indicator result is calculated at the entity's level as follows:** The average rate of compliance is calculated for all priority e/m services compatible with e/m transformation provided to individuals and businesses. **The indicator result is calculated at the government level as follows:** Total percentages of e/m services compliance with the e/m services quality standards of the federal entity divided on "/" the total number of e/m services compatible with e/m transformation in the federal entity.
Indicator Components	The indicator of 'level of government services compliance with electronic/smart service quality standards' is divided into 7 main pillars as follows: • Digital transformation strategy • Usability • Information Quality • Reliable Performance • Responsiveness • Customer Assurance • Customer Service & Social Media Tools Moreover, a number of sub-criteria falls within these pillars.

- **Adopted criteria for the Precentage of government services compliance with E/M service quality standards Indicator**

Main pillars of the Indicator

Under the "digital Transformation Strategy" pillar, a number of criteria have been added at the entity level. Other pillars of the indicator are at the service level.
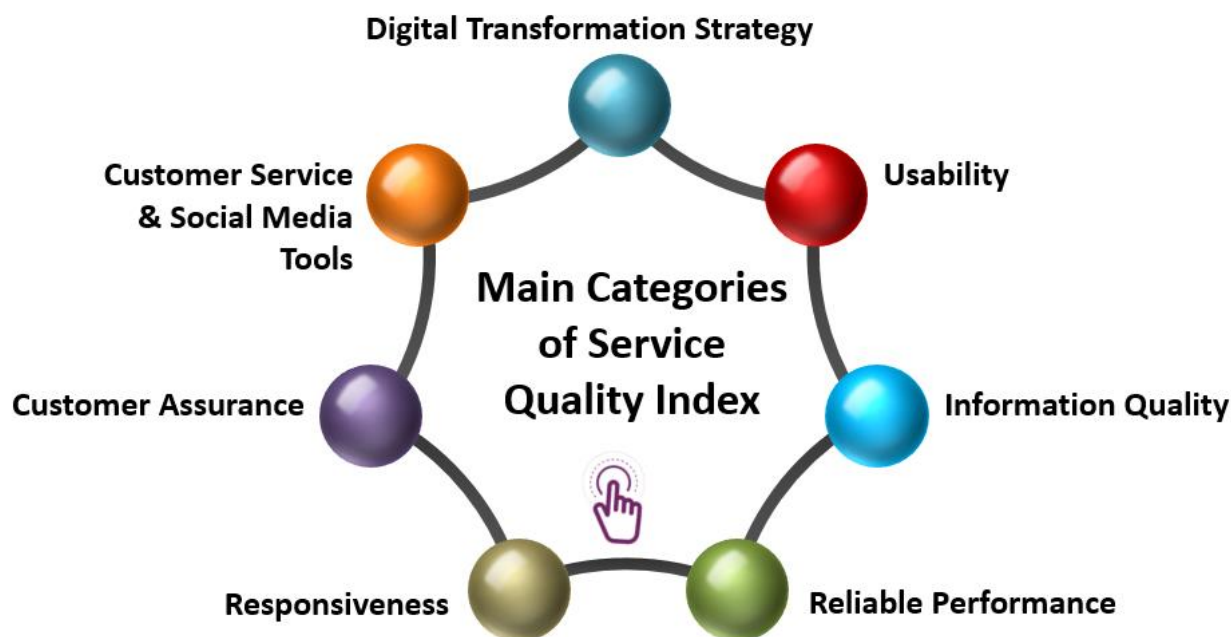
The following table shows the approved criteria for the 'Percentage of government services compliance with E/M service quality standards Indicator' for 2019, with available options for each criterion, which will be used in the indicator evaluation process for 2019.

Percentage of government services compliance with e/m services quality standards Indicator			
Pillar / criterion		**Sub-criterion and guideline**	**Options**
Pillar 1: Digital Transformation Strategy (at the entity level)			
NEW 1	**Simplifying and developing the services**	1.1.1	Has a mechanism been put in place for upgrading, facilitating and simplifying the services as well as re-engineering their procedures? Provide a document explaining the mechanism used by the entity to simplify and facilitate the services.	1- Yes 0- No
		1.1.2	Has a mechanism been put in place concerning the e/m services quality management?	1- Yes 0- No

				Provide a document explaining the mechanism used by the entity to monitor and follow-up on the performance of the digital e/m services.	
NEW	2	**Performance monitoring and follow-up**	1.2.1	Has a mechanism been put in place for inquiries and complaints management? Provide a document explaining the used mechanism in the management of customers' complaints and inquiries.	1- Yes 0- No
NEW	3	**Technology**	1.3.1	Has gamification technology been used in the entity's website?	1- Yes 0- No
			1.3.2	Has Artificial Intelligence technology been used in the provision of any service?	1- Yes 0- No
			1.3.3	Has Blockchain technology been used in the provision of any service?	1- Yes 0- No
			1.3.4	Have innovation tools and mechanisms been used in the service development from applying to receiving?	1- Yes 0- No
			1.3.5	Has a study been conducted to measure the impact of digital transformation on the entity and the community?	1- Yes 0- No
Pillar 2: Usability (At service level)					
a. Ease of use					
1		**Easy to access the e/m service in 3 clicks**	2.1.1	The customer can access the service from the home page of the website/ mobile application/ mobile responsive website (in maximum 3 clicks) ?	1- Yes 0- No
2		**Easy to receive the e/m service in 3 clicks**	2.2.1	The customer can complete the service application process in maximum 3 steps (after clicking on start the service until the completion (submit)) ?	1- Yes 0- No
3		**Easy to find the s/e service using the search option**	2.3.1	The customer can find the e/m service using the advanced search option on the website/mobile App/ mobile website, easily on the first page of search results ?	1- Yes 0- No
			2.3.2	Enabling automatic search feature?	1- Yes 0- No
4		**Easy to browse and use the smart automatic version**	2.4.1	Providing an automatic smart version of the website homepage until the service is completed?	1- Yes 0- No
			2.4.2	The automatic smart version is easy to browse and use, and compatible with all smart devices ?	1- Yes 0- No
5		**Easy to remember the service link**	2.5.1	The titles of e/m services links (website/mobile website) of the service card and the service page are simple, appropriate and reflects the name and nature of service,	1- Yes 0- No

			making it easy to the customer to remember it?	
6	**Highlighting mandatory fields on the service pages and important forms**	2.6.1	All mandatory fields are "marked" as "required" fields throughout all the service steps including (registration – submission – inquiry- contact us…etc.) and clearly visible ?	1- Yes 0- No
7	**Availability and diversity of features for persons with special needs**		The provided service is available through website/ mobile App/ mobile website and supported with the following features for users with special needs:	
		2.7.1	Text to speech reader feature (the feature is based on converting text selected by the person to audio)	1- Yes 0- No
		2.7.2	Font increase and decrease	1- Yes 0- No
		2.7.3	features for color blindness	1- Yes 0- No
8	**Availability and diversity of user customization options**		The service offered through the website/mobile App/ mobile website provides the following options to support customization of the profile and the website general appearance (look and feel) as desired by the user:	
		2.8.1	Changing colors of website design templates (Themes)	1- Yes 0- No
		2.8.2	Specifying the favorite services list in the user profile	1- Yes 0- No
	b. Consistency			
9	**Consistency and harmony of header and footer during the e-service provision**	2.9.1	Consistency and harmony of header and footer in all the pages through all the service steps starting from the entity's website home page until the service completion?	1- Yes 0- No
10	**A fixed location for the following documents:** - Policy or statement of privacy & security, and terms & conditions - Customer Service Charter - Frequently asked questions (FAQs)	2.10.1	A fixed and clear location for the privacy and security policy or statement, as well as the terms and conditions, on all the pages of the service?	1- Yes 0- No
		2.10.2	A fixed and clear location for the Customer Service Charter on all the service pages (in a dedicated page and not a downloadable file)?	1- Yes 0- No
		2.10.3	A fixed and clear location for FAQs on all the service pages?	1- Yes 0- No
11	**A fixed and clear location for important information relevant to the e/m service**	2.11.1	The links for "contact us" and "Customer service" are available at all the e/m service steps in a clear and fixed location (in the website/mobile website/mobile App) ?	1- Yes 0- No
	Pillar 3: Information Quality			
	a. Simplicity			

1	**The e/m service name and description are clear and easy to remember**	3.1.1	The name and description of the e/m service are clear and reflect the service nature?	1- Yes 0- No
2	**Availability of sufficient information about the service through the website/mobile website/ mobile App**	3.2.1	If the user needs to register before using the e/m service, it must be mentioned in the service card with the registration link?	1- Yes 0- No
		3.2.2	Clarifying the service targeted audience. (Some services target citizens, residents, visitors…)?	1- Yes 0- No
		3.2.3	Availability of information on service provision places and locations (website, app, service centers, other)?	1- Yes 0- No
		3.2.4	A detailed description of the service fees value as well as the electronic or manual payment procedures must be provided?	1- Yes 0- No
		3.2.5	Providing clear information on conditions and requirements of obtaining the service?	1- Yes 0- No
		3.2.6	Providing accurate information on the number of the government service users or the number of conducted transactions of the service for all categories (individuals – businesses)?	1- Yes 0- No
		3.2.7	Providing clear description (of documents, papers, others) needed for the completion of the e/m service?	1- Yes 0- No
		3.2.8	If the user is required to visit the government office to receive the result of the e/m service, the process must be clearly stated?	1- Yes 0- No
		3.2.9	Clarifying all the steps in details during the implementation and provision process of the e/m service?	1- Yes 0- No
		3.2.10	Mentioning the expected time period between the service implementation and receiving the results?	1- Yes 0- No
		3.2.11	The entity allows the public to evaluate the e/m service card without the need for registration?	1- Yes 0- No
		NEW **3.2.12**	**If the service is linked to one of the Sustainable Development Goals, is it mentioned in the service card?**	**1- Yes** **0- No**
			b. Completeness	
3	**The e/m service is available in both languages (English and Arabic)**	3.3.1	The e/m service is available in both languages (Arabic-English) in all the service provision steps and all platforms?	1- Yes 0- No

4	**Open Data**	**NEW** 3.4.1	**Have service statistics been provided in the Open Data section on the entity's website?**	**1- Yes** **0- No**
			c. Help	
5	**Showing the customer's steps within the service**	3.5.1	Showing the steps of the customer within the service to know the completion percentage of the service provision (shown in form of percentage) ?	1- Yes 0- No
6	**The help tools are provided to show the user how to browse the website/ mobile website / smartphone App**	3.6.1	Help tools are used (such as videos or documents) to show the user how to browse the website/ mobile website/ mobile App?	1- Yes 0- No
7	**Providing help tools to show how to use the e/m service**	3.7.1	Help tools are used (such as videos or documents) to show how to use the e/m service ?	1- Yes 0- No
8	**The service user manual is provided in a fixed and clear location throughout all the stages of service provision**	3.8.1	The e/m service user manual is available throughout all the stages of the service provision (starting from the service card)?	1- Yes 0- No
9	**Clarifying the type and format of data and units of measurement**	3.9.1	The entity provides sufficient data on the file type, name, size, data format and measurement units (ex: AED, USD, days, working hours, others) for all files, documents, forms, etc?.	1- Yes 0- No
10	**Availability and clarity of instructions required to fill-in the e/m form**	3.10.1	Mentioning all the instructions required to fill-in the e/m forms (for long forms)?	1- Yes 0- No
		3.10.2	An explanation of each field is provided in the e-form to assist in filling it?	1- Yes 0- No
11	**The clarity and accuracy of server error messages**	3.11.1	Server error messages are clear, concise, and easy to understand. The source of the error, its reason, and the way of processing incomplete data are specified?	1- Yes 0- No
			Pillar 4: Reliable Performance	
			a. Usefulness/Value	
1	**The customer has to/does not have to visit the entity office**	4.1.1	The service does not require the customer to visit the government entity's office or any service provision centers throughout the process of obtaining the service, unless necessary and according to the nature of the service (blood test, handprint, etc.)?	1- Yes 0- No
2	**The service is provided electronically/smartly**	4.2.1	The service is delivered to the customer in electronic/smart manner or through another method such as express mail so that the user	1- Yes 0- No

				does not need to physically visit the government office?	
3	**The possibility of saving and retrieving data upon completing the service application**	4.3.1	The customer can save the data when filling-in the e-form of the e/m service to continue the process later?	1- Yes 0- No
		b.	**System stability/quality**		
4	**Error-free e/m service**	4.4.1	The e/m service is error-free during and after submitting the application?	1- Yes 0- No
		Pillar 5: Responsiveness			
		a.	**Notifications/Status**		
1	**Enabling the notification service for the customers regarding all developments and operations with clear details**	5.1.1	The user receives a confirmation of registration via SMS, smart notifications, email or any other electronic/smart way?	1-Yes 0- No
		5.1.2	The customer is notified of the status of the existing internal processes throughout the service completion via SMS, smart notifications, email or any other electronic/smart way?	1- Yes 0- No
		5.1.3	The user is notified of the success of e-payment via SMS, smart notifications, email or any other electronic/smart way?	1- Yes 0- No
		5.1.4	A smart notification, email or SMS sent to the customer containing a reference number for further clarification and inquiries?	1- Yes 0- No
2	**The possibility of inquiring about the status of the e/m service through all its stages**	5.2.1	The customer can inquire about the status of the e/m service status throughout all the stages of its approval?	1- Yes 0- No
		b.	**Performance/effectiveness**		
3	**Processing and uploading duration**	5.3.1	Processing time is convenient with showing the processing status of the e-service data?	1- Yes 0- No
4	**Many browsers are compatible with the e/m service provision process**	5.4.1	Many browsers support the process of e/m service provision (Google Chrome, Safari, Internet Explorer, etc.)?	1- Yes 0- No
		Pillar 6: Customer Assurance			
		a.	**Privacy**		
1	**User's account record**	6.1.1	The customer can access his/her own account record, view all the previous transactions and payments and take a print out?	1- Yes 0- No
2	**Username and password options**	6.2.1	The customer can delete or save the username/password at any time using the "Remember me" option?	1- Yes 0- No

		6.2.2	The customer can change the password in an easy and simple manner?	1- Yes 0- No
		6.2.3	Re-authentication of the user identity before and after the password change?	1- Yes 0- No
		6.2.4	The customer can retrieve the password if necessary ?	1- Yes 0- No
		6.2.5	The rules of selecting a strong password are clearly stated?	1- Yes 0- No
3	**Availability of logout option**	6.3.1	The customer can easily find the logout icon in the profile?	1- Yes 0- No
**b. Security**			
4	**Using secure encryption at the e/m service level**	6.4.1	Using secure encryption when providing personal data and information throughout obtaining the e/m service?	1- Yes 0- No
		6.4.2	Secure transaction option is available on the e/m service website (SSL -secure sockets layer)?	1- Yes 0- No
5	**The system destroys session tokens upon log out or at session time out**	6.5.1	The system destroys session tokens upon log out or at session time out?	1- Yes 0- No
NEW 6	**Vulnerability Test**	6.6.1	Has the vulnerability test been done for the service portal?	1- Yes 0- No
**Pillar 7: Customer Service & Social Media Tools**			
**a. Tact and Interest**			
1	**Customer Service Standards**	7.1.1	Mentioning the customer service standards related to the response time at "contact us" page?	1- Yes 0- No
		7.1.2	Sending an instant friendly message to the customer immediately after he/mhe contacts the customer service through email?	1- Yes 0- No
2	**Providing a survey of the customers opinion, and templates to submit suggestions and comments**	7.2.1	Providing the customer with opinions survey about the e/m services?	1- Yes 0- No
		7.2.2	Providing forms to submit suggestions and comments, in a clear manner, and responding to the customer within 5 working days maximum?	1- Yes 0- No
**b. Information availability**			
3	**Call Center efficiency**	7.3.1	The employee is capable of answering all the questions posed on the provided service?	1- Yes 0- No
		7.3.2	The employee mentions the process next steps, the requirements, duration of service	1- Yes 0- No

			completion, and the way to follow-up on its status?.	
		7.3.3	Consistency and harmony of information provided through all the channels?	1- Yes 0- No
		7.3.4	The customer does not deal with more than 2 employees to receive the service through the website?	1- Yes 0- No
c. Response				
4	**Instant Chat and Chatbot features are available on the website/mobile website/ mobile App.**	7.4.1	Enabling the chat request through the website, and accepting it immediately during official working hours of the entity?	1- Yes 0- No
		7.4.2	Convenient waiting time to accept chat request (less than one minute)?	1- Yes 0- No
		7.4.3	Chat is available on all the website pages not only the home page?	1- Yes 0- No
		7.4.4	Possibility of sending a copy of the chat conducted with the customer through email?	1- Yes 0- No
		NEW **7.4.5**	**Availability of Chatbot feature?**	**1- Yes** **0- No**

The following table shows the adopted criteria for the "Percentage of government services compliance with smart service quality standards indicator" for 2019 with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

Percentage of government services compliance with smart service quality standards indicator 2019			
Pillar/criterion		**Sub-criterion and guidelines**	**Options**
Pillar 1: Usability (at service level)			
A. Ease of Use			
1	**Easy to access the e/m service in 3 clicks**	1.1.1 The user can access the service from the home page of the website/mobile website/mobile App (3 clicks maximum)	1-Yes 0- No
		1.1.2 The service is accessible through the website and the mobile App	1-Yes 0- No
2	**Easy to receive the e/m service in 3 clicks**	1.2.1 The customer can complete the application process in 3 steps maximum (after clicking on start the service button until completion)	1-Yes 0- No
3	**Easy to find the s/e service using the search option**	1.3.1 The customer can find the e/m service using the advanced search option on the website / mobile application / mobile website easily on the first page of search results	1-Yes 0- No
		1.3.2 Enabling automatic search feature	1-Yes 0- No
4	**Easy to browse and use the smart automatic version**	1.4.1 Providing an automatic smart version of the website homepage until the service is completed	1-Yes 0- No
		1.4.2 The automatic smart version is easy to browse and use, and compatible with all smart devices	1-Yes 0- No
5	**Easy to remember the service link**	1.5.1 The titles of e/m services links (website/mobile website) of the service card and the service page are simple, appropriate and reflects the name and nature of service, making it easy to the customer to remember it	1-Yes 0- No
6	**Highlighting mandatory fields on the service pages and important forms**	1.6.1 All mandatory fields are "marked" as "required" fields throughout all the service steps including (registration – submission – inquiry- contact us…etc.) and clearly visible	1-Yes 0- No
7	**Availability and diversity of features for persons with special needs**	The provided service is available through website/ mobile App/ mobile website and supported with the following features for users with special needs:	
		1.7.1 Text to speech reader feature (the feature is based on converting text selected by the person to audio)	1-Yes 0- No
		1.7.2 Font increase and decrease	1-Yes 0- No
		1.7.3 features for color blindness	1-Yes 0- No
8	**Availability and diversity of user customization options**	The service offered through the website/mobile App/ mobile website provides the following options to support customization of	

			the profile and the website general appearance (look and feel) as desired by the user:	
		1.8.1	Changing colors of website design templates (Themes)	1-Yes 0- No
		1.8.2	Specifying the favorite services list in the user profile	1-Yes 0- No
B. Consistency				
9	**Consistency and harmony of header and footer during the e-service provision**	1.9.1	Consistency and harmony of header and footer in all the pages through all the service steps starting from the entity's website home page until the service completion.	1- Yes 0- No
10	**A fixed location for the following documents:** - Policy or statement of privacy & security, and terms & conditions - Customer Service Charter - Frequently asked questions (FAQs)	1.10.1	A fixed and clear location for the privacy and security policy or statement, as well as the terms and conditions, on all the pages of the service.	1- Yes 0- No
		1.10.2	A fixed and clear location for the Customer Service Charter on all the service pages (in a dedicated page and not a downloadable file)	1- Yes 0- No
		1.10.3	A fixed and clear location for FAQs on all the service pages	1- Yes 0- No
11	**A fixed and clear location for important information relevant to the e/m service**	1.11.1	The links for "contact us" and "Customer service" are available at all the e/m service steps in a clear and fixed location (in the website/mobile website/mobile App)	1- Yes 0- No
Pillar 2: Information Quality				
A. Simplicity				
1	**The e/m service name and description are clear and easy to remember**	2.1.1	The name and description of the e/m service are clear and reflect the service nature	1- Yes 0- No
2	**Availability of sufficient information about the service through the website/mobile website/ mobile App**	2.2.1	If the user needs to register before using the e/m service, it must be mentioned in the service card with the registration link	1- Yes 0- No
		2.2.2	Clarifying the service targeted audience. (Some services target citizens, residents, visitors…)	1- Yes 0- No
		2.2.3	Availability of information on service provision places and locations (website, app, service centers, other)	1- Yes 0- No
		2.2.4	A detailed description of the service fees value as well as the electronic or manual payment procedures must be provided	1- Yes 0- No
		2.2.5	Providing clear information on conditions and requirements of obtaining the service	1- Yes 0- No
		2.2.6	Providing accurate information on the number of the government service users or the number of conducted transactions of the service for all categories (individuals – businesses)	1- Yes 0- No
		2.2.7	Providing clear description (of documents, papers, others) needed for the completion of the e/m service	1- Yes 0- No

		2.2.8	If the user is required to visit the government office to receive the result of the e/m service, the process must be clearly stated	1- Yes 0- No
		2.2.9	Clarifying all the steps in details during the implementation and provision process of the e/m service	1- Yes 0- No
		2.2.10	Mentioning the expected time period between the service implementation and receiving the results	1- Yes 0- No
		2.2.11	The entity allows the public to evaluate the e/m service card without the need for registration.	1- Yes 0- No
**B. Completeness**
3	**The e/m service is available in both languages (English and Arabic)**	2.3.1	The e/m service is available in both languages (Arabic-English) in all the service provision steps and all platforms	1- Yes 0- No
**C. Help**
4	**Showing the customer's steps within the service**	2.4.1	Showing the steps of the customer within the service to know the completion percentage of the service provision (shown in form of percentage)	1- Yes 0- No
5	**The help tools are provided to show the user how to browse the website/ mobile website / smartphone App**	2.5.1	Help tools are used (such as videos or documents) to show the user how to browse the website/ mobile website/ mobile App	1- Yes 0- No
6	**Providing help tools to show how to use the e/m service**	2.6.1	Help tools are used (such as videos or documents) to show how to use the e/m service	1- Yes 0- No
7	**The service user manual is provided in a fixed and clear location throughout all the stages of service provision**	2.7.1	The e/m service user manual is available throughout all the stages of the service provision (starting from the service card)	1- Yes 0- No
8	**Clarifying the type and format of data and units of measurement**	2.8.1	The entity provides sufficient data on the file type, name, size, data format and measurement units (ex: AED, USD, days, working hours, others) for all files, documents, forms, etc.	1- Yes 0- No
9	**Availability and clarity of instructions required to fill-in the e/m form**	2.9.1	Mentioning all the instructions required to fill-in the e/m forms (for long forms)	1- Yes 0- No
		2.9.2	An explanation of each field is provided on the e-form to assist in filling it	1- Yes 0- No
10	**The clarity and accuracy of server error messages**	2.10.1	Server error messages are clear, concise, and easy to understand. The source of the error, its reason, and the way of processing incomplete data are specified	1- Yes 0- No
**Pillar 3: Reliable Performance**
**A. Usefulness/Value**
1	**The customer has to/does not have to visit the entity office**	3.1.1	The service does not require the customer to visit the government entity's office or any service provision centers throughout the process of obtaining the service, unless	1- Yes 0- No

			necessary and according to the nature of the service (blood test, handprint, etc.)	
2	**The service is provided electronically/smartly**	3.2.1	The service is delivered to the customer in electronic/smart manner or through another method such as express mail so that the user does not need to physically visit the government office.	1- Yes 0- No
3	**The possibility of saving and retrieving data upon completing the service application**	3.3.1	The customer can save the data when filling-in the e-form of the e/m service to continue the process later.	1- Yes 0- No
B. System stability/quality				
4	**Error-free e/m service**	3.4.1	The e/m service is error-free during and after submitting the application	1- Yes 0- No
Pillar 4: Responsiveness				
A. Notifications/Status				
1	**Enabling the notification service for the customers regarding all developments and operations with clear details**	4.1.1	The user receives a confirmation of registration via SMS, smart notifications, email or any other electronic/smart way.	1-Yes 0- No
		4.1.2	The customer is notified of the status of the existing internal processes throughout the service completion via SMS, smart notifications, email or any other electronic/smart way.	1- Yes 0- No
		4.1.3	The user is notified of the success of e-payment via SMS, smart notifications, email or any other electronic/smart way.	1- Yes 0- No
		4.1.4	A smart notification, email or SMS sent to the customer containing a reference number for further clarification and inquiries.	1- Yes 0- No
2	**The possibility of inquiring about the status of the e/m service through all its stages**	4.2.1	The customer can inquire about the status of the e/m service status throughout all the stages of its approval	1- Yes 0- No
B. Performance/effectiveness				
3	**Processing and uploading duration**	4.3.1	Processing time is convenient with showing the processing status of the e-service data.	1- Yes 0- No
4	**Many browsers are compatible with the e/m service provision process**	4.4.1	Many browsers support the process of e/m service provision (Google Chrome, Safari, Internet Explorer, etc.)	1- Yes 0- No
Pillar 5: Customer Assurance				
A. Privacy				
1	**User's account record**	5.1.1	The customer can access his/her own account record, view all the previous transactions and payments and take a print out.	1- Yes 0- No
2	**Username and password options**	5.2.1	The customer can delete or save the username/password at any time using the "Remember me" option	1- Yes 0- No
		5.2.2	The customer can change the password in an easy and simple manner	1- Yes 0- No

		5.2.3	Re-authentication of the user identity before and after the password change	1- Yes 0- No
		5.2.4	The customer can retrieve the password if necessary	1- Yes 0- No
		5.2.5	The rules of selecting a strong password are clearly stated	1- Yes 0- No
3	**Availability of logout option**	5.3.1	The customer can easily find the logout icon in the profile	1- Yes 0- No
**B. Security**
4	**Using secure encryption at the e/m service level**	5.4.1	Using secure encryption when providing personal data and information throughout obtaining the e/m service	1- Yes 0- No
		5.4.2	Secure transaction option is available on the e/m service website (SSL -secure sockets layer)	1- Yes 0- No
5	**The system destroys session tokens upon log out or at session time out**	5.5.1	The system destroys session tokens upon log out or at session time out	1- Yes 0- No
**Pillar 6: Customer Service & Social Media Tools**
**A. Tact and Interest**
1	**Customer Service Standards**	6.1.1	Mentioning the customer service standards related to the response time at "contact us" page.	1- Yes 0- No
		6.1.2	Sending an instant friendly message to the customer immediately after he/mhe contacts the customer service through email.	1- Yes 0- No
2	**Providing a survey of the customers opinion, and templates to submit suggestions and comments**	6.2.1	Providing the customer with opinions survey about the e/m services	1- Yes 0- No
		6.2.2	Providing forms to submit suggestions and comments, in a clear manner, and responding to the customer within 5 working days maximum.	1- Yes 0- No
**B. Information availability**
3	**Call Center efficiency**	6.3.1	The employee is capable of answering all the questions posed on the provided service.	1- Yes 0- No
		6.3.2	The employee mentions the process next steps, the requirements, duration of service completion, and the way to follow-up on its status.	1- Yes 0- No
		6.3.3	Consistency and harmony of information provided through all the channels	1- Yes 0- No
		6.3.4	The customer does not deal with more than 2 employees to receive the service through the website.	1- Yes 0- No
**C. Response**
4	**Instant Chat and Chatbot features are available on the website/mobile website/ mobile App.**	6.4.1	Enabling the chat request through the website, and accepting it immediately during official working hours of the entity.	1- Yes 0- No
		6.4.2	Convenient waiting time to accept chat request (less than one minute).	1- Yes 0- No

		6.4.3	Chat is available on all the website pages not only the home page.	1- Yes 0- No
		6.4.4	Possibility of sending a copy of the chat conducted with the customer through email.	1- Yes 0- No
		NEW **6.4.5**	**Availability of Chatbot feature**	**1- Yes** **0- No**

VI. Seventh Indicator: E/M Services Integration Indicator

- **Indicator Description**
  - The following table provides an overview of the indicator including the definition, scope of measurement, main components, and the mechanism of result calculation at the entity/government level.

Indicator Card E/M Services Integration	
Definition	This indicator aims to enable federal entities to complete the process of government services integration in a smooth and easy manner.
Scope	The indicator includes national initiatives related to enabling federal entities to complete the process of secure electronic/smart integration, which is being developed by TRA, as an enabling entity.
Calculation Equation	**The indicator result on the entity's level is calculated as follows:** Each federal entity will be evaluated based on its commitment to provide the requirements of each stage, according to the approved work plan with a specific completion rate. The indicator result is calculated according to the percentage of the entity's project completion = (accomplished/target) Average (government entity's completion rates of all projects) **The indicator result on the government level is calculated as follows:** The total of commitment rates of all federal government entities with the e/m services integration indicator criteria, divided on the number of federal government entities.

Indicator Components	The indicator includes all national initiatives developed by the enabled entity under the smart government pillar, within the three following pillars:
	
	1. Infrastructure:
	    - FedNet
	
	2. Safe Services:
	    - Digital Identity Systems
	
	3. Services integration
	    - Government Service Bus (GSB)
	    - One Portal/One App
	    - National CRM
	    - National Smart Data Standards
	
	These projects include a number of sub-criteria for evaluation.

Adopted Initiative for the E/M Services Integration indicator for 2019

The national plan includes 22 initiatives covering the priority areas of the mGovernment. The following six projects have been identified to measure the indicator for the current measurement cycle 2019:

◆ **FedNet**

◆ **Digital Identity Systems**

◆ **Government Service Bus (GSB)**

◆ **One Portal / One App**

◆ **National CRM**

◆ **National Smart Data Standards**

The main requirements at the indicator level

Important Note:

- If the entity has been included recently in the indicator, all registration and documentation requirements must be fulfilled.
- As for the entities that are still in the process of completion of the stages and requirements of the projects according to the plan, all main requirements must be fulfilled if they have not been already completed, as this will affect the results of the entity's assessment.

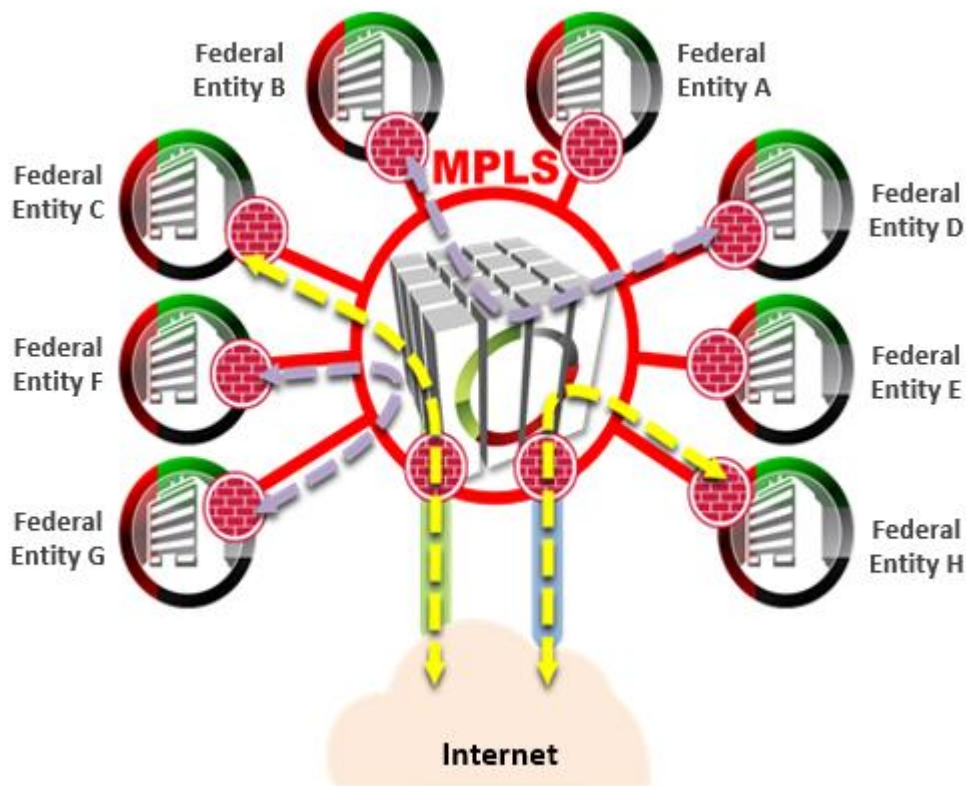## Registration and documentation of the entities in the national projects:

Guidelines on E/M Services Integration indicator	
Criteria	**Options**
Awareness and Engagement	
1 Attending the technical workshops and meetings	• Attendance of all relevant team members • Partial attendance/attendance of non-relevant persons • Absence
2 Forming a team, and assigning the tasks of following-up on integration with the initiatives and all matters related to the implementation and operation of the national projects to the smart transformation leaders in the entity or the concerned department representative.	• Nomination of a specialized team from the entity • Nominating a non-specialized team • No Nomination
3 Responding to all the requirements of the assessment stage, such as filling-in surveys, submitting requirements, identifying new services and documents.	• Providing all the data accurately • Providing part of the data accurately • Providing inaccurate data or not providing any data
4 Completion of the training on using the system/ training of trainers	• Attendance of the relevant teams • Partial attendance/attendance of non-relevant teams • Absence
5 Providing the existing plans on information update on data, systems, electronic integration types and e- services on a regular basis	• The required information are provided • Part of the required information is provided • No information is provided • N/A
6 Signing Memorandums of Understanding (MoUs) on projects	• Yes • Yes (Partially) • N/A • No

Guidelines (Recommendations) on E/M Services Integration Indicator 2019
Awareness and Engagement

1	**Attending the technical workshops and meetings**

TRA team will hold technical workshops and meetings to introduce the project and its implementation mechanism from administrative and technical perspectives. The specialized team must be committed to attend all workshops, be familiar with the concepts of the initiative and the steps of joining the initiative, and must complete the surveys with accurate data and deliver them on time.

2	**Forming an internal team and assigning the tasks of integration with the initiative**

The concerned entity must form an internal team of at least three persons, to be in charge with supervision, follow-up, and implementation of the integration. The team members must be competent and experienced in relation to technical aspects of applications and services provided by the entity to the customers. The team must include an employee of a decision-making level. The entity must commit to the agreed timeframe to deliver the list of the nominated team.

3	**Responding to all the requirements of the assessment stage, such as filling-in the surveys and submitting requirements and documents**

Before starting the integration process, entities are required to fill-in the surveys and requirements and send them to the Digital Identity team. These requirements help in building a clear concept of the integration process and digital signature services. The entity must fulfill the requirements within the agreed timeframe.

4	**Completion of the training stage on the use of the system / training of trainers <u>(for the National CRM initiative)</u>**

The entity must appoint the system users team to be prepared as internal trainers of the entity, in order to perform their roles in training the internal users in the entity when needed.

The entities must share the list of the trainers' names with the Program team and confirm their attendance to the workshops, provided that they are not constantly changed. The trainers would transfer the training to the customer service employees on a later stage.

5	**Providing information on data, systems, types of integration and e-services on a regular basis**

The entity must provide the following evidence:

- Periodic information update plan
- Developing the inventory of data sets for each section
- An inventory document for all data, services, systems, and types of e-connections approved by the entity
- Developing the technical specifications for each recorded data set
- The e-system update mechanism
- A document including the technical data description, access authorization, uses and archiving process.

6	**Signing projects MoUs**

The entity must sign an MoU on the use and participation in national services / projects with TRA

A. **FedNet**

Initiative Overview:

FedNet provides a single, centralized, secure infrastructure for electronic networks, and a federal government data center through a central entity that organizes the network integration. FedNet is considered:

- The main platform for mGovernment development
- A technical need for integration at the service level

FedNet services:

- **G2G Connectivity**

FedNet activates services between government entities by providing direct connection between them as well as all the safety and security systems.

- **Internet as a service**

FedNet provides safe and secure shared internet access to all government entities through the service providers in the UAE.

- **Email as a service**

FedNet provides shared email service for government entities using Microsoft software.

- **Cloud infrastructure service**

FedNet provides a secure virtual infrastructure where the entity has full control of its independent environment

Departments concerned with the initiative

- The IT Department in the federal entity

Criteria of E/M Services Integration Indicator – (FedNet initiative)

The following table shows the adopted criteria for the e/m services integration indicator 2019 – **FedNet Initiative,** with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

E/M Services Integration indicator	
FedNet initiative	
Criteria	**Options**
1- Utilization	
1.1 Completion of activation process of safe internet service	• Yes • Yes (Partially) • No • N/A
1.2 Completion of activation process of G2G connectivity	• Yes • Yes (Partially) • No
1.3 Completion of activation process of cloud infrastructure (charges apply) **Important note:** Cloud infrastructure services are provided through the UAE telecom operators at competitive prices compared to the normal operators' rates, and with higher service standards.	• Yes • No
1.4 Completion of activation process of email service	• Yes • Yes (Partially) • No • N/A

Guidelines on E/M Services Integration Indicator – (FedNet initiative)

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion.

Guidelines (Recommendations) on E/M Services Integration indicator 2019 – FedNet initiative	
1- Utilization	
1.1	**Completion of activation process of safe internet service**
The level of activation of the safe internet service is measured by: - Full use of the service - Confirmation of cutting off previously used channels, by providing a reference number from the service providers that proves service interruption.	The entity has to provide the following evidence: - Sample of the monthly reports issued by FedNet - Email proving cutting off previously used internet lines between the entity and the UAE service provider.
1.2	**Completion of G2G connectivity**
Activating G2G connectivity is measured by: - Full use of the service - Evidence of cutting off direct lines with other federal entities.	The entity must provide the following evidence: - Sample of the monthly reports issued by FedNet - Filling-in G2G services survey - Email proving the cut of direct lines between the other federal entities.
1.3	**Completion of Cloud infrastructure service activation (charges apply)**
Important note: Cloud infrastructure services are provided by UAE telecom operators at competitive prices compared to normal operators' rates, and with higher service standards.	
The level of cloud infrastructure service activation is measured by: - Transfer of main services to cloud infrastructure - Report showing the usage rates	The entity must provide the following evidence: - Filling-in the "Infrastructure as a service requirements" survey - List of services transferred to the cloud infrastructure - Report showing the usage rates
1.4	**Completion of activation process of email service**
The activation of email service activations is measure by: - Full use of the service - Report showing the usage rates	The entity must provide the following evidence: - Filling-in the "Email as a service requirements" survey - Report showing the usage rates

B. Digital Identity Systems

Before SSO | After SSO
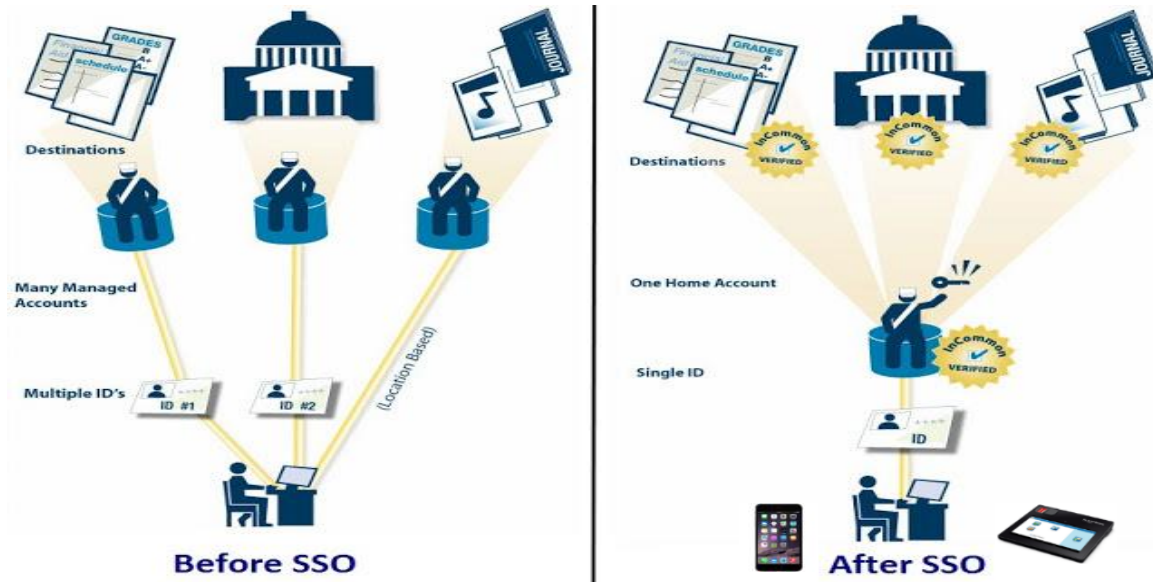
Overview on the digital identity systems:

Using a single reliable and secure identification associated with the Emirate ID number allows the customer access to the UAE government services using a single unified account. Users need one-time authentication only to access many mGovernment smart and electronic services online.

Moreover, the "UAE Pass" has been launched, which provides authentication trough smart phones as well as digital signature services. The UAE Government will use in practice the digital certificate and digital signature services.

The "UAE Pass" initiative is one of the initiatives approved in the track of (smart services and digital infrastructure), one of the tracks of the UAE Government annual meetings in the second cycle 2018-2019. The results of integration and use of digital signature will be celebrated in September 2019.

Departments concerned with the initiative:

- IT Department in the federal entity
- e/m services Department

Approved criteria of the e/m services integration indicator – (the Digital Identify Systems Initiative)

The following table shows the adopted criteria for the e/m services integration indicator 2019 with the options available for each criterion, which will be used in the indicator evaluation process in 2019. Kindly note the following:

Important note:

- If the entity has been newly enlisted in the digital identity systems initiative, the "UAE Pass" will be applied.
- If the entity is on staging environment in the SmartPass, it will be replaced by "UAE Pass"
- Entities required to apply "UAE Pass" will be contacted by the team.

E/M Services Integration Indicator " Digital Identity Systems"		
Criteria		**Options**
1 – Integration and testing		
1.1	Identifying the websites/smart Apps/Services, and developing them according to the technical specifications and requirements	• Service is identified and developed • Service is identified • Service is not identified
1.2	Deciding a timeframe to integrate with the initiative and adhere to it.	• Adhering to the timeframe • Delaying in plan with notifying the team, and no impact on the participating entities • Delaying in the plan without notifying the team or with impact on the participating entities.
1.3	Completion of the study phase of the service technical requirements, developing the service of the digital signature and making the required changes in the internal systems and passing the testing/staging environment with the system	• Completing the study and developing the service internally and passing the testing phase • Completing the study and developing the service internally • Completing the study only • No action has been taken
1.4	Service Level Agreement (SLA) signature	• Yes • Yes (Partially) • N/A • No
1.5	Moving to Production and launching the integration service	• Yes • No
2- User Experience		
2.1	Adherence to the service branding guidelines	• Full adherence • Partial adherence • No adherence • N/A

2.2	Reducing the number of fields in the e-service application form, by using the information provided by the service (ex: the user's basic data, name, DoB, Gender, EID number)	• Using 3 services for customers data • Using 2 services for customers data • Using one service for customers data • Customers data is not used
2.3	Updating the customer's file in the entity and not allowing the user to change the basic data (ex: name, phone number, email, EID number, etc.)	• Full commitment • Partial commitment • No commitment • N/A
3- Utilization		
3.1	Service integration is operating properly with no technical problems	• Integration has been launched and fully operational • Integration has been launched with some technical problems • Integration has not been completed • N/A
3.2	Commitment to the level of service agreed upon in the technical requirements and the SLA	• Yes • No • N/A

Guidelines on the E/M Services Integration Indicator 2019

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the <u>full score of each criterion.</u>

Guidelines (Recommendations) on The E/M Services Integration Indicator 2019 – "Digital Identity Systems"
1 – Integration and testing
1.1   **Service identification and completion of development according to technical specifications and requirements**
In order to achieve the integration, the entity must develop the service to meet the technical requirements (for example: requirements for digital signature services). The service should be one of the most used services by more than one government entity.
1.2   **Agreeing on the timeframe to integrate and adhere to the initiative.**
Developing a timeframe and adhering to it for the completion of the integration process, provided that the plan includes all the necessary integration steps that suit the participating parties, and launching the service within maximum two months.
1.3   **Completing the study of the service technical requirements, developing the integration service and the changes required in the internal systems and passing the test / staging environment with the system**
Agreeing on the service requirements and fully documenting them, providing a periodic report on the development and integration phase, and successfully passing the test with the system. The entity must complete the study, develop the service internally and pass the testing/staging environment phase.
1.4   **Signing a Service Level Agreement (SLA)**
The entity must sign an SLA
1.5   **Moving to Production and launching the integration service**
The entity must move the service to production, pass the required testing for launching the service, approve the service, and appoint a person in charge of the service operation management in the event of any problems or changes.
2- User experience
2.1   **Adhering to the service branding guidelines**
Proper use of logos and slogans of the service, in addition to guides and promotional texts as stated in the service branding guidelines.
2.2   **Reducing the number of fields in the e-service application form, by using the information provided by the service (ex: the user's basic data, name, DoB, Gender, EID number)**
The entity must use the customers' data file available in the UAE Pass service to complete the fields of their forms, requests or services without returning to the customer to request manual data entry or attach identification proof.
2.3   **Updating the customer's file in the entity and not allowing the user to change the basic data (ex: name, phone number, email, EID number, etc.)**

-	The government entity must update the user information received from the UAE Pass service every time the user accesses the entity's App.
-	The government entity must restrict the user's permissions to change their basic data sent by the UAE Pass such as the first name, phone number, email, nationality, DoB, EID number, etc. or as you deem appropriate. Justification must be provided if the answer is "Not applicable"

3- Utilization

3.1	**Integration with the services is operating properly with no technical problems**

The entity must comply with the following points:

- The nominated team should follow the steps mentioned in the integration guide
- The nominated team should inform the service support team in the event of any obstacles or technical problems encountered during the integration process in the staging environment
- The government entity should comply with all the test scenarios mentioned in the integration guide to pass the testing phase in the staging environment and within the agreed timeframe.
- The government entity should comply with all the security testing scenarios mentioned in the integration guide
- The entity should adhere to the security standards mentioned in the guide as a minimum
- Launching the integration and delivering the SLA
- Conducting periodic review of the integration with the digital service to ensure that the integration exists and works properly

3.2	**Commitment to the level of service agreed upon in the technical requirements and the SLA**

Adherence to the terms of SLA and service requirements file

C. Government Service Bus (GSB)

Overview of the Initiative:

A connectivity platform for government entities' services through a secure environment that enables interconnection between government services, thus simplifying procedures and improving the quality of services provided to the customer. The GSB is the main platform for mGovernment development and a technical requirement for integration at the service level.

The GSB is:

- Technical need for integration at the service level
- A platform for service interconnection governance
- A platform for monitoring the level of service, and its usage level

The departments concerned with the initiative:

- The entity's IT Department, which is responsible for internal coordination and follow-up on administrative issues such as approvals, changes on the service level, and possible legal changes as well as coordination with departments concerned with the service.
- Strategy Department (if necessary)

Adopted criteria for E/M Services Integration Indicator – (GSB initiative)

The following table shows the adopted criteria for the e/m services integration indicator 2019 – **The GSB Initiative** with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

<table>
<tr><td colspan="3" align="center">E/M Services Integration Indicator 2019 - "GSB" initiative</td></tr>
<tr><td colspan="2" align="center">Criteria</td><td align="center">Options</td></tr>
<tr><td colspan="3" align="center">1- Integration and testing</td></tr>
<tr><td>1.1</td><td>Identifying the service that would be provided or used, and committing to pre-coordinate with the linked entity, and acquiring the required administrative approvals</td><td>Service identification, completion of agreement with the linked entity, provided that the service is among the most used services.
Service identification and completion of agreement with the linked entity.
No identification of the service or not completing the agreement with the linked entity.</td></tr>
<tr><td>1.2</td><td>Deciding on a timeframe to integrate with initiative and adhere to it.</td><td>Adhering to the timeframe
Delay in the plan with notifying the team and no impact on the participating entities
Delay in the plan without notifying the team or with impact on the participating entities.</td></tr>
<tr><td>1.3</td><td>Completion of the study phase of the service technical requirements, developing the integration service and the required changes in the internal systems.</td><td>Completion of the study and developing the service internally
Completion of the study only
Nothing has been done</td></tr>
<tr><td>1.4</td><td>Passing the testing/staging environment with the system</td><td>Yes
No</td></tr>
<tr><td>1.5</td><td>Moving to Production, passing the smoke testing and launching the integration service</td><td>Yes
No</td></tr>
<tr><td>1.6</td><td>Requesting approval to use the services via the GSB Portal (to use the services)</td><td>Yes
No
N/A</td></tr>
<tr><td colspan="3" align="center">2- Utilization</td></tr>
<tr><td>2.1</td><td>Completion of service activation process (report reflecting the utilization rate)</td><td>Relatively high utilization of the service
Relatively low utilization of the service
Service is not used
N/A</td></tr>
<tr><td>2.2</td><td>Signing SLA</td><td>Yes
Yes (Partially)
N/A
No</td></tr>
<tr><td>2.3</td><td>Commitment to the level of service agreed upon in the technical requirements and the SLA</td><td>Yes
No
N/A</td></tr>
</table>

2.4	Responding to all requirements to update the supporting team data and delivering the requirements	• Providing all the data accurately • Providing part of the data accurately • Providing inaccurate data or not providing any data

Guidelines on the E/M Services Integration Indicator 2019 – the GSB initiative

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion.

Guidelines (Recommendations)   E/M Services Integration Indicator – "GSB" initiative
1 – Integration and testing
1.1	**Identifying the service that would be provided or used, and committing to pre-coordinate with the linked entity, and acquiring the required administrative approvals**
In order to complete the integration, the entity, whether providing or using the data, must obtain the administrative approvals to provide or use the service. The service user must obtain all the necessary approvals between them and the linked entity. All documents related to the service must be filled-in to complete the internal evaluation process, provided that the service is one of the most used services by more than one government entity.
1.2	**Deciding on a timeframe to integrate with initiative and adhere to it.**
Developing a timeframe and adhering to it for the completion of the integration process, provided that the plan includes all the necessary integration steps that correspond to the participating parties, and launching the service within 3 months maximum.
1.3	**Completion of the study phase of the service technical requirements, developing the integration service and the required changes in the internal systems, and passing the testing/staging environment with the system.**
Agreeing on the requirements of the service, documenting it fully using the technical requirements study file of the service, providing a periodic report on the development phase and integration, and successfully passing the test with the system, where the entity must complete the study and develop the service internally and pass the testing/staging environment phase.
1.4	**Service Level Agreement "SLA"**
The entity must sign an SLA on using the GBS with TRA
1.5	**Moving to Production, passing the Smoke testing and launching the integration service**
The entity must move the service to Production, pass the required testing for launch, approve the service, and appoint the person in charge of the service operation management in the event of any problems or changes.
1.6	**Using the GSB Portal to use the services**
The entity must activate the portal role and use it to request approval for using the services available in the platform
2- Utilization
2.1	**Completion of service activation process (report reflecting the utilization rate)**

|	
Based on the monthly report of the initiative, the entity as a service provider uses the integration service regularly and consistently (measuring the utilization relatively to the total usage in the previous months before integration), so that the report should show a high utilization rate, knowing that this criterion does not apply to the data provider.	
2.2	**Compliance with the level of service agreed upon in the technical requirements and the SLA (number of tickets and average response time)**
Adherence to the SLA terms of service and service requirements file, the commitment to the number of tickets and the average response time will be measured in the Operations Support System. This criterion is applicable to the data provider.	
2.3	**Responding to all requirements of updating the support team data, and delivering the requirements**
The entity must update the support team data and send the requirements to the GSB team, which helps to emphasize the means of communication. The entity must fulfill the requirements within the agreed timeframe.	

D. One Portal/ One App
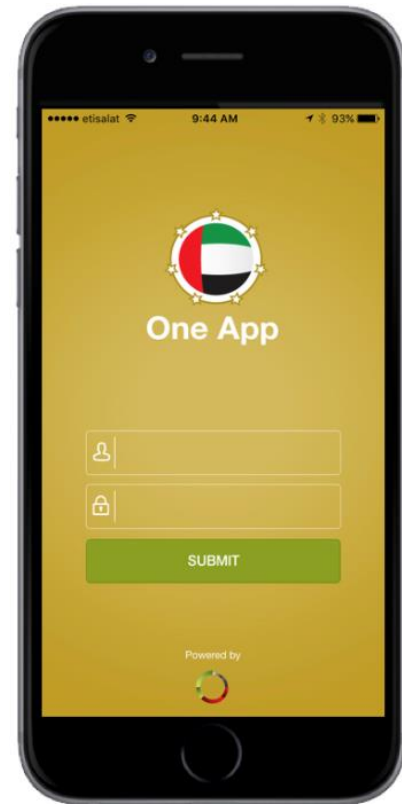
Overview of the initiative:

One Portal / One App initiative hosts federal and local government services as well as private sector services in one platform, allowing the user to access several services of different entities from a single window.

The project's features:

- A single window for government and non-government services.
- A consistent, easy and streamlined flow of procedures when moving between services.
- Artificial Intelligence to provide proactive features that shorten the user's time.

Departments concerned with the initiative:

- Office of the Undersecretary of the Ministry concerned.
- Support Services Sector
- IT Department in the federal entity
- Legal Affairs Department to review the agreements
- E-payment service provider (if applicable).

The approved criteria for E/M Services Integration – One Portal / One App initiative

The following table shows the adopted criteria for the E/M Services Integration indicator 2019 –One Portal / One App initiative with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

<table>
<tr>
<th colspan="3">E/M Services Integration Indicator 2019
One portal / One App</th>
</tr>
<tr>
<th colspan="2">Criteria</th>
<th>Options</th>
</tr>
<tr>
<td colspan="3">1- Integration and testing</td>
</tr>
<tr>
<td>1.1</td>
<td>Providing the service features, provision process, requirements that should be met by the applicant, and other service requirements.</td>
<td>

Providing accurate features within the agreed timeframe.
Providing part of the features within the agreed timeframe.
Providing inaccurate features or non-compliance with the agreed deadline.
N/A

</td>
</tr>
<tr>
<td>1.2</td>
<td>Providing API for all agreed e-services</td>
<td>

The entity provided/developed the API within the agreed timeframe.
The entity provided/developed the API outside the agreed timeframe.
The entity did not implement the requirements
N/A

</td>
</tr>
<tr>
<td>1.3</td>
<td>Providing an explanatory and detailed guide on API working method for each service</td>
<td>

The guide was provided in sufficient details within the agreed timeframe.
An incomplete guide was provided
The guide was not provided
N/A

</td>
</tr>
<tr>
<td>1.4</td>
<td>Accepting improvements to the service according to the user experience of the OAOP or the changes that may be required to user registration or service provision steps based on the OAOP design.</td>
<td>

The changes or improvements have been accepted
The changes or improvements have not been accepted
N/A

</td>
</tr>
<tr>
<td>1.5</td>
<td>Completing the integration process in the staging environment with the system</td>
<td>

All the services have been integrated within the agreed timeframe
Some services have been integrated
All the services have been integrated outside the timeframe
The services have not been integrated
N/A

</td>
</tr>
<tr>
<td>1.6</td>
<td>Signing SLA</td>
<td>

Yes
No
N/A

</td>
</tr>
<tr>
<td>1.7</td>
<td>Launching the services (Go-Live)</td>
<td>

All the agreed services are live

</td>
</tr>
</table>

|			
			• Some of the agreed services are live • None of the services are live • N/A
**2- Utilization**		
2.1	Commitment to the level of service agreed upon in the technical requirements and SLA during the operational phase		• Full commitment • No commitment • N/A
2.2	The continuation of the process of adding smart services		• New services have been added • No services have been added • N/A
2.3	Improvement of the provided services according to the analysis produced by the portal / application		• Improvement is done • Improvement is partially done • Improvement has not been done • N/A
2.4	The entity's official website contains the OAOP link or logo		• Included • Not included • N/A

Guidelines on the e/m services integration indicator 2019 – the One Portal / One App initiative

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion.

Guidelines (Recommendations) E/M Services Integration Indicator 2019 - One portal / One App initiative
1 – Integration and testing
1.1   **Providing the service features, process of service provision, requirements that should be met by the applicant, and other service requirements.**
• Ensuring the participation of a coordinator from the business owners. • Agreement on the steps of the service provision (Workflow), taking into account that the user registration or service provision may be subjected to change according to the user experience of the OAOP • Providing the features of each service and the conditions required to apply for the service. • Make sure that the service card is updated in 'Khadamati' list (My Services), including service description.
1.2   **Providing API for all agreed e-services**
The entity must provide e/m services in the form of Web Service, using technologies such as REST or SOAP, and activating them within the agreed framework.
1.3   **Providing an explanatory and detailed guide on API working method for each service**
The entity must provide a complete and detailed explanatory of the API work process of each service, and deliver the guides within the agreed timeframe. The guide must adhere to the requirements shared with the entities.

1.4	**Completing the integration process in the staging environment with the system**
	• The entity must pass the testing phase successfully by integrating all the agreed services on time • Passing the testing phase in the staging environment • The entity must adhere to the technical specifications and pass the security testing of the devices and systems successfully and within the agreed timeframe.
1.5	**Signing SLA**
	The entity must sign an SLA on using the OAOP with TRA
1.6	**Launching the services (Go-Live)**
	The entity must launch all the agreed services within the agreed timeframe.
	2- Utilization
2.1	**Commitment to the level of service agreed upon in the technical requirements and SLA during the operational phase**
	The entity must fully commit to the level of service agreed upon in the technical requirements and the SLA during the operational phase.
2.2	**The continuation of the process of adding smart services**
	When developing new APIs or services, the entity must coordinate with the team to provide the service through the portal and application, and add them to the initiative at the agreed time.
2.3	**Improvement of the provided services according to the analysis produced by the portal/application**
	The entity must use the AOPO reports to improve services by implementing the reports' recommendations.
2.4	**The entity's official website contains the OAOP link or logo**
	The entity must include the link or slogan of the OAOP in all its various channels, as per the agreement with TRA.

E. National Customer Relation Management System (NCRM)
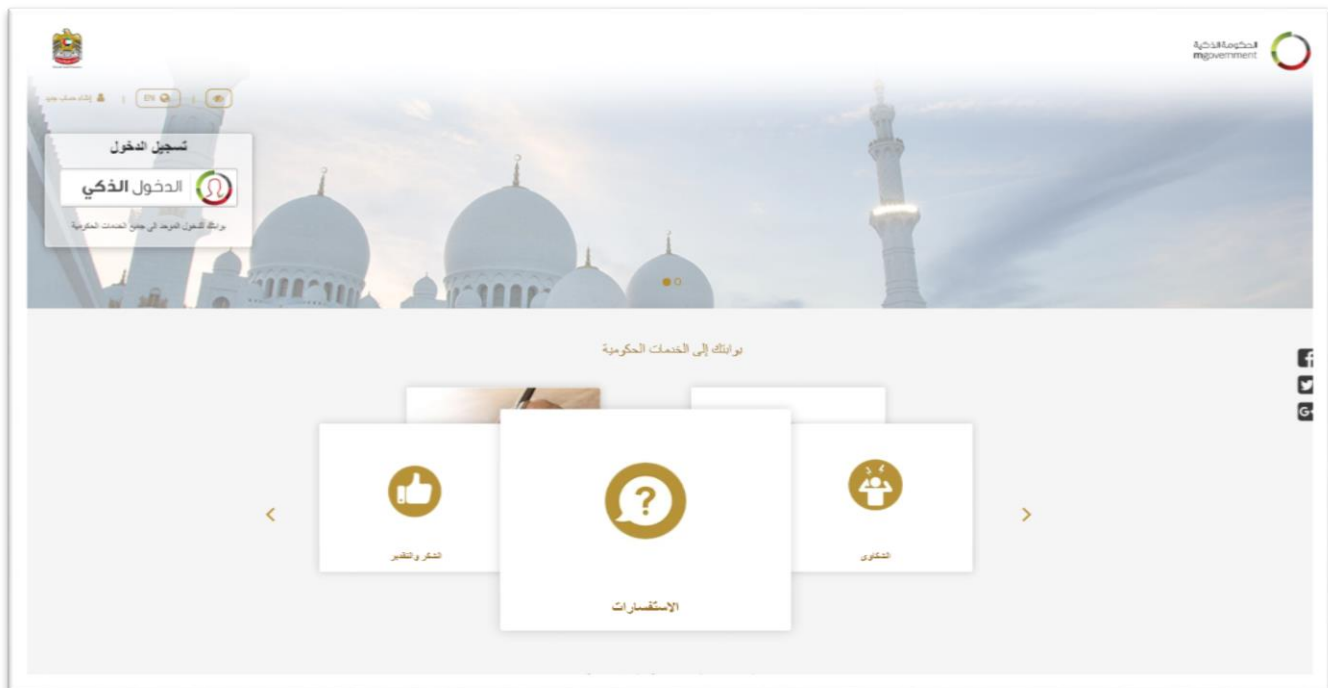
Overview of the initiative:

Providing a unified system and interface to receive and manage customer relations concerning the government services.

The system is considered:

- A platform to receive the views, suggestions and complaints of the customers.
- A platform to analyze the public feelings towards the government services
- A multi-channel platform designed to unify the customer experience on different channels.

Departments concerned with the initiative:

- IT Department
- Customer Service Center Management
- Corporate Communication Department

The approved criteria for E/M Services Integration – The National Customer Relation Management (NCRM) initiative

The below table shows the approved standards for E/M Services Integration Indicator 2019 – **the NCRM initiative** with the available options for each standard, which will be used during the evaluation of 2019, with the following clarifications:

E/M Services Integration Indicator 2019 NCRM initiative	
Criteria	**Options**
1- Integration and testing	
1.1	Approving the design and creating the integration technical environment by every entity (Design sign off)	• Fully implemented • Not implemented • N/A
1.2	Web service completion, SRS template with GSB	• Fully implemented • Not implemented • N/A
1.3	Unit testing between the entity and the system	• Fully implemented • Not implemented • N/A
1.4	UAT user acceptance test	• Fully implemented • Not implemented • N/A
1.5	Go live: move all web services to production via GSB	• Fully implemented • Not implemented • N/A
1.6	Start using the system – (ensuring the entity's readiness and start using the system)	• Yes • Partially used • No
2- Utilization	
2.1	System daily access and usage	• The indicator is fully met • The indicator is partially met • The indicator is not met
2.2	Commitment to respond to all cases received through the NCRM during the period specified in the SLA	• The indicator is fully met • The indicator is partially met • The indicator is not met
2.3	Promoting the service and contributing to raising awareness among the government entity's customers	• The indicator is fully met • The indicator is partially met • The indicator is not met
2.4	Issuing monthly reports through the NCRM	• The indicator is fully met

			• The indicator is partially met • The indicator is not met
2.5	Monitoring the number of cases and total notifications registered by the entity every six months		• Number of cases and notifications is monitored • Number of cases and notifications is partially monitored • Number of cases and notifications is not monitored
2.6	Monitoring the number of cases registered in the NCRM through social media channels available at the entity		• The indicator is fully met • The indicator is partially met • The indicator is not met

Guidelines on the E/M Services Integration Indicator 2019 – the National CRM initiative

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion.

Guidelines (Recommendations) E/M Services Integration Indicator – NCRM initiative	
1 – Integration and testing	
1.1	**Approving the design and creating the integration technical environment by every entity (Design sign off)**
	- The entity must acquire the administrative approvals and obtain all necessary approvals between them and the NCRM team, to avoid the challenges of integration. - Adopting the design of the integration - The entity must prepare the technical environment for integration with the NCRM, by building the entity's integration points. - Developing a time plan and adhering to it for the integration process. The plan must include all the necessary integration steps that suit the participating entities and the service launch.
1.2	**Web service completion, SRS template with GSB**
	The entity must develop its web services and work with the GSB
1.3	**Unit testing between the entity and the system**
	Passing the integration testing between the entity and the NCRM
1.4	**UAT user acceptance test**
	The user acceptance test shall be completed according to the integration plan between the two teams in the staging and production
1.5	**Go live: move all web services to production via GSB**
	Starting the integration between the systems and moving all web services to production so that records received by both systems are read binary
1.6	**Start using the system – (ensuring the entity's readiness and start using the system)**
	The entity must use the system

The entity must manage the received records	
2- Utilization	
2.1	**System daily access and usage**
The entity must access the system on a daily basis during working days. Following-up on the generated records	
2.2	**Commitment to respond to all cases received through the NCRM during the period specified in the SLA**
Records management within the time frame agreed in the SLA. The entity must confirm receipt of the cases submitted through the NCRM during the period agreed in the SLA. The entity can refer to the performance system. For example, if a customer asks through any communication with the NCRM, the entity must confirm to the customer the referral of his/her inquiry to the concerned sector and he/mhe should be given an expected period for the answer.	
2.3	**Promoting the service and contributing to raising awareness among the government entity's customers. (ex: announcement in the website, digital signature, emails, including the government initiatives in the entity's marketing campaigns)**
The entity must promote the service and contribute to raising awareness of the entity's customers, through the following: - Announcement in the entity's website - The entity's social media channels. The initiative must be promoted twice a year at least. - E-signatures, emails	
2.4	**Issuing monthly reports through the NCRM**
The entity must issue a monthly report on complaints and suggestions throughout the year, using the NCRM	
2.5	**Monitoring the number of cases and total notifications registered by the entity every six months**
The entity must monitor the number of cases and the total recorded notifications, so that a semi-annual report of the total cases and notifications is sent to the NCRM Team, according to the requirements of the Government Services Performance Team.	
2.6	**Monitoring the number of cases registered in the NCRM through social media channels available at the entity**
Monitoring the number of cases recorded in the NCRM through the social media channels available to the entity on a quarterly basis.	

F. National Smart Data Standards

Overview of the initiative:

This project will create an enabling environment for efficient data exchange, to increase the efficiency of government services and achieve customer satisfaction. It determines the requirements for consolidating the culture of data exchange and improving its quality and classification, with balancing the needs of the entities with future expectations.

Smart data:

It is the shared government data between entities, or the open data available to the public in the unified master data records available at national level to enable the government entities to perform their legal responsibilities and achieve the UAE Vision 2021 goals.

Departments concerned with the initiative:

- IT Department
- Data related departments (if any)

The approved criteria E/M Services Integration Indicator – the National Smart Data Standards initiative

The following table shows the adopted criteria for the E/M Services Integration Indicator 2019– **the National Smart Data Standards initiative** with the options available for each criterion, which will be used in the indicator evaluation process. Kindly note the following:

E/M Services Integration Indicator 2019 the National Smart Data Standards initiative		
	Criteria	**Options**
1- Integration and testing		
1.1	Providing comprehensive information on: - Number, type, specifications, source, classification and quality of all e-data and e-data systems - Providers and users of data in all electronic and non-electronic channels - All types of electronic connectivity and electronic services provided by the entity, especially priority services - Duplicated data and duplicated information in the entity	• The required information is provided • The required information is partially provided • The required information is not provided • N/A
1.2	Providing a plan to classify all data, information and knowledge of the entity	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A
1.3	Providing a plan to improve the quality of all data, information and knowledge of the entity	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A
1.4	Providing a plan to make data and information available to other government entities (shared data)	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A
1.5	Providing a plan to make data and information available to other government entities and to the public (open data)	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A
2- Utilization		
2.1	The level of implementation of smart government plans and standards to classify all data, information and knowledge of the entity	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A

2.2	The level of implementation of smart government plans and standards to improve the quality of all data, information and knowledge of the entity	• A comprehensive plan is provided • A partial plan is provided • No plan is provided • N/A
2.3	Reduction of paper and electronic forms	• Forms are reduced at a high rate • Forms are reduced at a low rate • Forms are not reduced • N/A
2.4	The level of implementation of the plan, policy and standards for the availability of shared and open data	• The plan has been implemented • The plan has been partially implemented • The plan has not been implemented • N/A
2.5	The level of completion according to the requirements of the mGovernment and taking into account the non-duplication of investment (use of the FedNet and mGovernment projects)	• The plan has been implemented • The plan has been partially implemented • The plan has not been implemented • N/A

Guidelines on the E/M Services Integration Indicator 2019 – the National Smart Data Standards initiative

The following table shows the recommendation for the necessary steps that should be implemented by the federal entities to achieve the full score of each criterion

Guidelines (Recommendations) E/M Services Integration Indicator – the National Smart Data Standards initiative	
1 – Integration and testing	
1.1	Providing comprehensive information on: - Number, type, specifications, source, classification and quality of all e-data and e-data systems - Providers and users of data in all electronic and non-electronic channels - All types of electronic connectivity and electronic services provided by the entity, especially priority services - Duplicated data and duplicated information in the entity

The entity must provide the following evidence:

- Inventory document of the number and type of data approved by the entity
- A data classification document of the entity
- Data quality standards document of the entity
- The measuring mechanism of the data quality standards document of the entity
- The mechanism of correction of data quality and classification gaps document in the entity
- A document on all existing data providers and users of the entity and any variables thereof.
- An inventory document of the priority services compatible with e/m transformation and any changes thereto
- An explanatory document of the electronic integration systems in the entity and any changes thereto
- A document from the entity's database showing duplicated data and information, if any

1.2	Providing a plan to classify all data, information and knowledge of the entity

The entity must provide the following evidence:

- The document of classification of data, information and knowledge plan.
- The guide on implementation the classification plan in the entity.

1.3	Providing a plan to improve the quality of all data, information and knowledge of the entity

The entity must provide the following evidence:

- The document of Data, information and knowledge quality plan
- Guide on implementation of quality improvement plan of the entity

1.4	Providing a plan to make data and information available to other government entities (shared data)

The entity must provide the following evidence:

- The plan of data and information availability in the entity
- Guide on data and information integration with other entities

1.5	Providing a plan to make data and information available to other government entities and to the public (open data)

The entity must provide the following evidence:

- The plan of data and information availability to the public in the entity
- The guide on data and information availability to the public

2- Utilization	
2.1	The level of implementation of classification plans of all data, information and knowledge of the entity

The entity must provide the following evidence:

- An approved and categorized list of data and information
- Audit procedures for the implementation of the data classification plan
- Corrective measures to ensure that the data conforms to the approved classification

2.2	The level of implementation of quality improvement plans of all data, information and knowledge of the entity

The entity must provide the following evidence:

- An approved and categorized list of data and information
- Audit procedures for the implementation of the data classification plan
- Corrective measures to ensure that the data conforms to the approved classification
- An approved list of issues addressed

2.3	Level of reduction of paper and electronic forms

The entity must provide the following evidence:

- Document of approved procedures for each service in the situations of paper and electronic provision
- A document specifying the number of procedures for each service, in situations of paper and electronic provision
- A document indicating the time and cost for the customer for each service, in situations of paper and electronic provision
- A document showing the reduction of procedures and requirements which reflect on customer satisfaction and save time and cost.

2.4	The level of implementation of the plan, policy and standards for the availability of shared and open data

Completion percentage of the plan of shared and open data availability, with providing the following evidence:

- Availability of highly accurate shared databases
- Availability of open databases

2.5	The level of achievement of the work records database and availability of the master data record of the entity at national level

The percentage of the entity's completion of the plan of completion and availability of the approved master data record in the entity, with providing the following evidence:

- Availability of highly accurate unified database
- Availability of the master database for government entities

5. Recommendations

All the criteria of the mGovernment enablers indicators adopted for 2019 have been addressed in these Guidelines of the mGgovernment enablers indicators.

- The federal entities must review all the details of each indicator and implement the recommendations of the mGovernment enablers team.

- The federal entities must review all the details of each initiative in the seventh indicator, and implement the guidelines recommendations. It is highly important to adhere to the agreed timeframe in the delivery of the requirements of each initiative, which has impact on the entity's performance.

- Regarding the main requirements of the seventh indicator, in relation to the entity's documentation and registration, which must be completed before starting the implementation of the projects, it should be noted that the assessment of the entity that has completed all the requirement during the year of 2017 and 2018 will not be affected, as it would meet all the requirements.

For Inquiries contact

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Sixth Indicator (Service quality)			

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Note: Please use the email mgovet@tra.gov.ae when contacting the smart government enablers team and projects managers to facilitate follow-up and documentation.			