

# **The Authority receives 32,000 support requests in 9 months via Customer Happiness System and the Unified Call Center**

In this regard, Meitha Kolthoum, Director of the Strategy and Future Department at FAHR, stated that the total number of calls received through the Unified Call Center at FAHR, during the first nine months of 2024, amounted to nearly 22,500 calls, while the number of support requests received through the "Customer Happiness" system during the same period exceeded 9,800 support requests.

She said that the response rate to incoming calls via the unified call center (600525524) reached 95%, while the response rate to resolving requests received via the customer happiness system within the specified time reached 99.8%, as the system emanating from FAHR's website and the unified call center constitute the first reference for customers and FAHR, and are witnessing increasing use by customers over the past years.

Meitha Kolthoum indicated that FAHR's launch of a group of transformational projects, such as developing the new interface for the "Bayanati" system, improving the user experience, and developing FAHR's services system, enhanced by generative artificial intelligence, contributed to providing proactive services and automatic and instant responses to customer inquiries and requests, without the need to refer to FAHR's support service employees.

She explained that most of the support requests received through the unified call center and the customer happiness system focused on the technical support service for electronic human resources systems, at a rate of 62% of the total number of requests, then the legal advice service on the human resources law in the federal government and its executive regulations, at a rate of 21%, followed by the request to support users of the "Jahiz" platform at a rate of 11%, and finally the job evaluation and description service in the federal government.

## **Interactive Platform**

The Customer Happiness System (CHS) is considered an integrated interactive electronic portal through which FAHR provides the necessary support to its customers, regarding the operation and maintenance of all electronic human resources systems under the umbrella of the human resources information management system in the federal government "Bayanati". It also provides many interactive services, especially those provided by the Authority's smart application FAHR, the service of inquiring about human resources policies and legislation in the federal government, requesting training on human resources legislation and systems, the service of reviewing job descriptions in the federal government, and services related to disseminating knowledge of human resources in the federal government.

It reflects FAHR's keenness to provide the best services to its customers, investing in the best modern and innovative means, with the aim of simplification, saving time and effort, and thus raising their levels of satisfaction and happiness with its services and the delivery modes.

## **Login with digital identity**

Last March, the Authority announced the adoption of the digital identity UAE Pass as an exclusive means of logging in to the Customer Happiness System, with the aim of making it easy for federal government employees and customers, and it also circulated a detailed guide explaining the steps to log in to the system using the digital identity.

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