

The “Authority” Receives 44,000 Support Requests in 2024 via the Customer Happiness System and Unified Call Center

Meitha Kolthoum, Director of the Strategy and Future Department at FAHR, affirmed that in 2024, the Unified Call Center received nearly 31,000 calls, while the Customer Happiness System recorded more than 13,400 support requests, primarily concerning the FAHR’s core services as outlined within the system.

Unwavering Commitment

Meitha Kolthoum further elaborated that FAHR demonstrated a steadfast commitment to customer service, achieving a 95% response rate to incoming calls through the Unified Call Center (600525524). Moreover, an impressive 99.7% of requests submitted via the Customer Happiness System were resolved within the designated time frame. These systems—integrated within the FAHR’s digital infrastructure—have emerged as the primary points of reference for both customers and FAHR itself.

She also highlighted the strategic implementation of transformative initiatives, including the redesign of the “Bayanati” system interface, the enhancement of user experience, and the incorporation of generative artificial intelligence into FAHR’s service offerings. Collectively, these innovations have facilitated the provision of proactive, real-time, and automated responses to customer inquiries, thereby diminishing reliance on direct interaction with support personnel.

Principal Services

The majority of requests directed to the Unified Call Center and the Customer Happiness System pertained to two key domains: technical assistance for electronic human resources systems and legal counsel regarding the federal government’s human resources legislation and its accompanying executive regulations. This was followed by a notable number of requests related to users of the “Jahiz” platform for the Future of Government Talent, and, lastly, inquiries concerning job evaluation and classification services within the federal government.

Integrated Service Portal

The Customer Happiness System functions as an advanced, integrated electronic portal through which FAHR delivers comprehensive support for the operation and maintenance of all electronic human resources systems within the framework of the Human Resources Information Management System in the federal government, “Bayanati.” It provides an array of interactive services, particularly via the authority’s smart application, FAHR, which allows for inquiries related to human resources policies and legislation, training requests on human resources regulations, job description reviews, and knowledge-sharing resources related to human resources within the federal government.

This system epitomizes the authority’s commitment to delivering unparalleled services, utilizing cutting-edge technologies to streamline operations, conserve time, and maximize customer satisfaction while continually enhancing the overall user experience.

Digital Identity

In a move aimed at simplifying access for federal government employees and stakeholders, the authority has adopted the UAE Pass digital identity as the exclusive method for logging into the Customer Happiness System. This initiative serves to streamline the user experience, and a comprehensive guide detailing the steps for logging into the system via digital identity has been disseminated to further facilitate this transition.
