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## **TRA to Implement Customer Relations Management Solution**

Manama, Kingdom of Bahrain - Wednesday 23 February 2011

The Telecommunications Regulatory Authority (TRA) has released today a Request for Proposals (RFP) seeking a vendor to implement a Customer Relations Management (CRM) solution to handle consumer enquiries and complaints and manage the investigation and resolution of consumer law cases internally in accordance to the procedures provided for in the telecommunications law.

From its establishment, TRA has a direct responsibility of protecting the interest of consumers and resolve their complaints on issues faced with licensed operators. The CRM will provide records to all enquiries and receive complaints, track the status of each case and about consumers and service providers. In addition, it shall provide the complainants an access to follow on their cases online.

Commenting on releasing this RFP, TRA's Consumer Affairs Manager Ms. Ghada Al Qassab said "As the telecommunications market develops with a wide choice of services provided in the Kingdom, we can foresee more inquiries and complaints from consumers. TRA statistics is a live proof of increasing consumer complaints. Implementing the CRM system will make it easy for us to trace consumer complaints and inquiries and respond to consumers with solutions and information in a better way and in a timely manner."

Through this RFP, TRA's aim is to identify and contract a supplier that can deliver a solution for managing the communications with consumers allowing the integration with TRA call center and to handle consumer complaints. The CRM system RFP can be [www.tra.org.bh](http://www.tra.org.bh) viewed on TRA website at

### **About TRA**

Since its establishment in 2002 the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop the Kingdom of Bahrain into the region's most modern communications hub and to facilitate the growth of the market. As an exemplary Regulator for the region, TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)