



ميثاق إسعاد المتعاملين





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Review Record

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 <p>اقتصاد دبي DUBAI ECONOMY</p>	<p>Customer Happiness Charter</p>	Implementation date:	17-04-2019
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1. Introduction:

1.1. A Message from the Director General of DED

The Department of Economic Development and affiliated agencies in Dubai follow a clear policy emanating from the guidance of HH Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates, and ruler of the Emirate of Dubai. His wise directives aim at placing Dubai at the forefront of world countries that follow the highest standards economically, socially, and culturally.

In light of the DED's efforts to lead and excel in providing services and meeting the public's expectations, Dubai DED has issued the Customer Happiness Charter in conformity with the ISO 10002:2004 quality standards, global best practices, and the adopted Moral Conduct Regulations.

Dubai DED will commit to implementing an integrated ecosystem to serve its customers. The ecosystem will be based on several standards, most notably: embedding creativity, innovation, and competitiveness at the heart of our services while having an open mindset that accommodates future developments. Such standards pave the way for a distinguished experience in receiving services of added value that exceed expectations.

Director General

Sami Al Qamzi



1.2. Scope:

The purpose of this Charter is to set out quality standards for services provided through Dubai DED, including all relevant inquiries and complaints.

1.3. Objectives:

Adhering to providing services that meet customers' needs and expectations.

Simplifying and facilitating the Department's transactions in addition to ensuring compliance with business rules and procedures.

1.4. Our Vision:

Achieving the objectives of competitive and sustainable economic development for the Emirate of Dubai.

1.5. Our Mission:

Promoting welfare and economic prosperity for Dubai's population.

1.6. Our Values:

- Being proud of and committed to providing excellent services
- Team spirit and accountability
- Passion in work and excellence in performance
- Appreciation of the value of time

2. Our standards in providing services:

2.1. Our staff are committed to making you happy by:

1. Welcoming you with a smile.
2. Treating you in a friendly, polite, and professional manner that guarantees you an excellent first impression.
3. Being honest, fair, equal and impartial in the services provided.
4. Providing the environment and facilities needed to deliver excellent services.
5. Offering help professionally and ensuring you receive quality service.
6. Continuously developing procedures to meet customers' needs.
7. Respecting customers' time by adhering to provide services as per relevant procedures and obligations.



8. Providing services according to adopted measures and obligations.
9. Protecting the confidentiality of the information you provide us with.
10. Listening attentively to your concerns and respecting your point of view.
11. Offering you an outstanding, innovative experience when receiving our services.
12. Dedicating our efforts to make you happy.
13. Doing our best to meet your needs.
14. Providing services through a cooperative, knowledgeable working team that understands your needs and is able to address your inquiries.
15. Responding to your requests in due time and without delays.
16. Reducing workflow to provide quick and flexible service.
17. Doing our best to offer our services at the times and through the channels that suit you best.

2.2. The DED is committed to making you happy by:

1. Offering a hospitable environment that promotes happiness and positivity.
2. Providing quick, simple services.
3. Personalizing customer experience.
4. Providing services in a way that makes customers comfortable.
5. Providing services based on fairness and equality.
6. Impressing customers with services that exceed their expectations.
7. Listening attentively to the customer.
8. Involving the customer in service development.
9. Promising sustainable innovation in providing future services.
10. Having the team spirit needed to make customers happy.

2.3. Help us make you happy by:

1. Treating our employees with courtesy.
2. Being objective when providing your feedback and contributing by providing suggestions for constructive, positive, and innovative development through the following channels:
 - a. Dubai Government Unified Electronic Complaints Portal.
 - b. Dubai Government Unified Electronic Suggestions Portal.
 - c. Communication box.
3. Updating your personal details whenever there are changes to maintain accurate and updated records.
4. Providing all information in due time when requested.
5. Attending scheduled meetings punctually, especially the ones arranged to take your feedback.
6. Abiding by any legal or financial obligations you must fulfill to be eligible for the services.

7. Participating in foreseeing the future of services.
8. Sharing your positive and happy experience with others.

3. Contact information:

Department of Economic Development:

Website:	www.dubaided.gov.ae
Email:	info@dubaided.gov.ae
Call Center:	+971 4 4455555
Opening Times:	Sunday - Thursday 07:30 a.m. – 05:30 p.m. During vacations and public holidays: Three working hours based on the service demand assessment and the needs of customers.

4. Social media channels:

Authority					
Department of Economic Development:	Dubai_DED	Dubai Department of Economic Development	Dubai DED	@Dubai_DED	Dubai DED
Registration Sector and Licensing Sector (BRLS)	Dubai_BRL	Dubai (Business Registration and Licensing) Department of Economic Development	Dubai BRL	@Dubai_BRL	Ded.brl@gmail.com

5. Complaint channels:

Channel	Contact Method
Dubai Government's Unified Complaints Portal	https://ecomplain.dubai.gov.ae/
Call Center:	+971 4 4455555
Call Center's E-mail:	info@dubaided.gov.ae



Complaint and suggestion boxes

Location of Happiness Lounge

6. Suggestions:

Channel	Contact Method
E-suggestion system	https://esuggest.dubai.gov.ae/
Call Center:	+971 4 4455555
Call Center's E-mail:	info@dubaided.gov.ae
Complaint and suggestion boxes	Location of Happiness Lounge

7. Mechanism of addressing notes, complaints, and suggestions:

7.1. Objective of the mechanism:

This mechanism aims at regulating the process of addressing complaints, notes, and suggestions submitted by recipients of services fairly and transparently. It also aims at leveraging such complaints and suggestions to improve and develop service delivery.

7.2. Submitting complaints or notes:

Complaints or notes should be submitted through the following channels:

- 1- Dubai Government's Unified Complaints Portal: <https://ecomplain.dubai.gov.ae/>
- 2- Call Center: +97144455555
- 3- Call Center's Email: info@dubaided.gov.ae
- 4- Complaint and suggestion boxes
- 5- Direct complaints
- 6- Complaints via social media


7.3. Submitting suggestions:

Suggestions should be submitted through the following channels:

- 1- E-suggestion system: <https://esuggest.dubai.gov.ae/>
- 2- Complaint and suggestion boxes

7.4. Addressing notes or complaints:

- 1- If a customer wishes to submit a complaint, they should do so through Dubai Government's Unified Complaints Portal <https://ecomplain.dubai.gov.ae/>, contact us via the Call Center's email info@dubaided.gov.ae; reach out to the Call Center by dialing the following number: 0097144455555; or use any of the available complaint channels.

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- 2- DED's Customers Happiness Department will receive complaints through the e-portal, call center, or phone calls. The Department would then contact the customer to confirm receipt of the complaint or note and report it to the competent authority.
- 3- The Customers Happiness Department will issue a complaint number.
- 4- The customer will be contacted within the first 24 of receipt to understand the nature of the complaint.
- 5- The Customers Happiness Department will refer complaints and notes to the competent authority to be analyzed and resolved. Subsequent steps will be determined and taken by a competent, complaint resolution task force that will work to follow-up and resolve the issue within the periods below, depending on the type of complaint raised:
 - ✓ Urgent complaints: within 24 hours during working days
 - ✓ Ordinary complaints: within five working days
 - ✓ Complicated complaints: within 15 working days
- 6- The Customers Happiness Department will contact the customer to notify them that the complaint is resolved and to assess how satisfied they are with the solution.
- 7- The complaint would be marked 'closed' on the e-portal after having contacted the customer and made sure they are satisfied with the solution.
- 8- In the event a customer is not satisfied with the solution offered regarding their complaint, the DED will provide the customer with a complaint escalation form.

Note:

* The complaint escalation form is used effectively by staff to resolve urgent/complicated complaints.

7.5. Addressing suggestions:

- 1- If a customer wishes to submit a suggestion, they should do so through Dubai Government's Unified Suggestions Portal <https://esuggest.dubai.gov.ae/>, contact us via the Call Center's email info@dubaided.gov.ae, or reach out to the Call Center by dialing the following number: 0097144455555.
- 2- DED's Customers Happiness Department will receive suggestions through the e-portal, call center, or phone calls. The Department would then contact the customer to confirm receipt of the suggestion and report it to the competent authority.
- 3- The customer would then be informed whether the suggestion submitted is feasible or not.
- 4- The DED will honor customers who submit outstanding suggestions.