

## Customer Relations Policy

### Our Vision

Lifelong learning to fulfill Dubai's aspirations.

### Our Mission

To assure quality and to improve accessibility to education, learning and human development.

### We at Customer Relations in KHDA commit to deliver the following:

#### **Engagement**

- ❖ Ensuring customer engagement through consultation to know their needs, requirements and perceptions on the services provided
- ❖ Achieving appropriate customer engagement by supporting KHDA's strategy
- ❖ Managing all KHDA events in a timely & effective manner
- ❖ Being right from the first time in terms of sharing information with customers and educating them

#### **Services**

- ❖ Ensure an integrated and seamless approach to service delivery and deliver a consistent level of service, across all channels (such as e-services) and functions through partnerships
- ❖ Provide responsive and knowledgeable staff to serve the customers
- ❖ Provide highest quality customer care and best hospitality
- ❖ Ensure delivery of accurate service quality as per customers expectations, by following quality standards such as, Code of Conduct
- ❖ Ensure that services comply with any relevant Statutory and Regulatory requirements where applicable.

#### **Feedback**

- ❖ Constantly listen and learn from customer experience through their feedback (complaints, disputes, suggestions, satisfaction levels and enquiries)

#### **Improvement and Effectiveness**

- ❖ Providing new processes through process management and measurement framework
- ❖ Ensuring continuous customer service training for Customer Relations staff
- ❖ Monitoring quality and Performance Management
- ❖ Implement and follow customer service processes, in line with any applicable ISO and excellence standards to ensure customer happiness

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Experiences

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