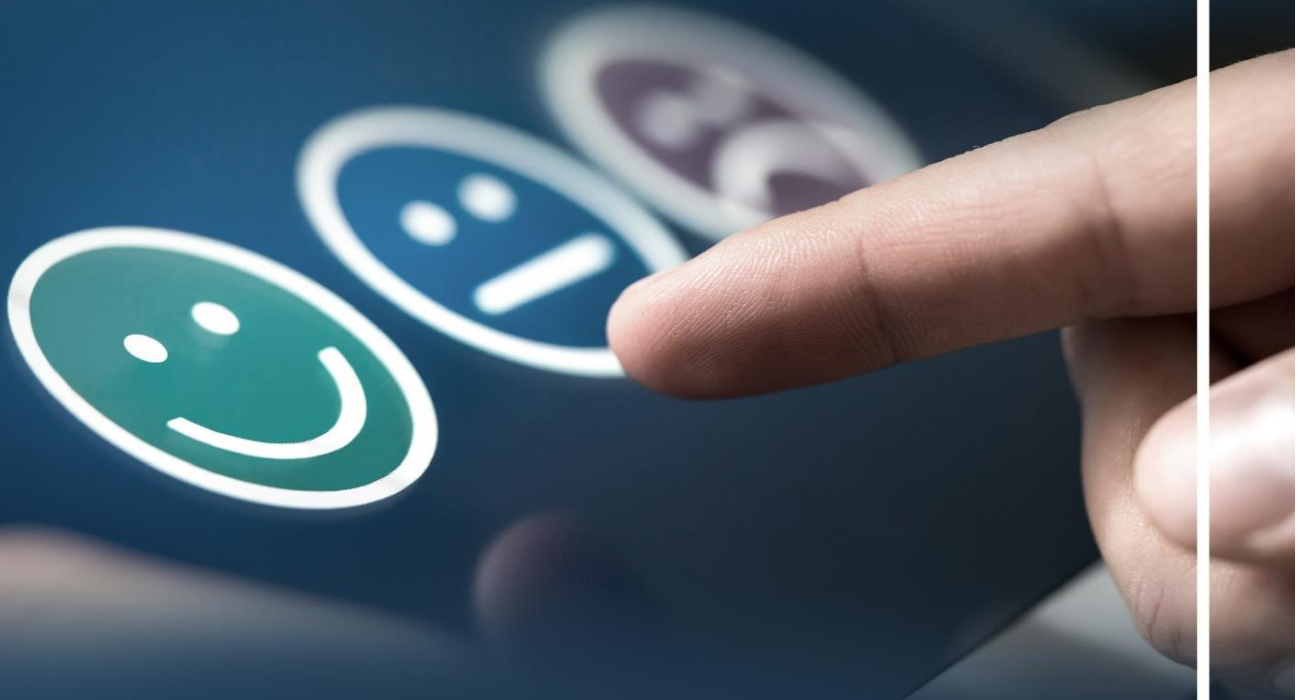




Customer Happiness Charter	Implementation date:	01-02-2024
	Document No.:	DET-CS-M-01
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Customer Happiness Charter





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1. 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.
- Improving the customers' experience by clarifying the rights and duties between the concerned parties, and adhering to the standards for their provision.
- To reduce the likelihood of complaints and misunderstandings through improving customer's knowledge and understanding of DET's services.
- To promote DET as an organization that cares for its customers.
- To ensure all customers and customer groups are treated fairly.

2. Our Vision:

Double Dubai's economy in 10 years

3. Our Mission:

Be a major global economic & tourism hub by fostering competitiveness and sustainable growth making Dubai the best city in the world to visit, live and work in

4. Our Values:

1. Strive for excellence
2. Be entrepreneurial at heart
3. Lead by example and be unified in action
4. Fulfil our commitment to Dubai



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5. Responsibilities

Responsibilities have been defined in accordance with the requirements of the international standard ISO 10001,

#	Business Unit	Responsibility
1	General Director	Final approval of the Customer Happiness Charter.
2	CEO – Corporate Support Services Sector	Review and approve the Customer Happiness Charter
3	Director - Customers Services Department	Ensure the effective implementation of the charter.
4	Quality Assurance Department	- Assessing the implementation of the charter. - Holding quarterly meetings to discuss the reports related to the charter and follow up on the implementation of the decisions taken.
5	DET Employees	Familiarity with the Customer Happiness Charter and the importance of their role in its success to ensure customer satisfaction and continuously improving their performance.

6. Our standards in providing services

6.1. The staff is 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. Providing the environment and facilities needed to deliver excellent services
4. Offering assistance professionally and ensuring you receive quality services
5. Respecting customers' time as per relevant procedures and obligations
6. Protecting the confidentiality of the information you provide
7. Listening attentively to your concerns and respecting your points of view
8. Responding to your requests in time and without delays
9. Providing the services at all times and through the channels that suit you best

6.2. The DET 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 based on fairness and equality.
5. Listening attentively to the customer.



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6. Obligation to provide clear and accurate information about services





6.3. Help us make you happy by:

1. Being objective when providing your feedback and contributing by providing suggestions for constructive, positive, and innovative development through O4 platform.
2. Updating your personal details whenever there are changes to maintain accurate and updated records.
3. Providing all information in due time when requested.
4. Attending scheduled meetings punctually, especially the ones arranged to take your feedback.
5. Abiding by any legal or financial obligations you must fulfil to be eligible for the services.
6. Participating in foreseeing the future of services.
7. Sharing your positive and happy experience with others.

7. Contact information:

Department of Economic and Tourism	
Website:	https://www.visitdubai.com/
Email:	info@dubaidet.ae
Call Center:	600555559
Opening Times:	Monday - Friday 08:00 a.m. – 08:00 p.m.

8. Social media channels:

Channel				
Dubai Department of Economy and Tourism	dubaidet	Dubai Department of Economy and Tourism	Dubai Department of Economy and Tourism	@Dubai_DED

9. Complaint channels:

Channel	Details
Dubai Government's Unified Complaints Portal	https://04.gov.ae
Call Center:	600555559
Call Centre's E-mail:	info@dubaidet.ae



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

10.1. 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.

10.2. Submitting complaints or notes:

Complaints or notes should be submitted through the following channels:

- 1- Dubai Government's Unified Complaints Portal: <https://04.gov.ae>
- 2- Call Center: 600555559
- 3- Call Center's Email: info@dubaidet.ae

10.3. Addressing notes or complaints:

- 1- If a customer wishes to submit a complaint, they should do so through 04Portal <https://04.gov.ae> , contact us via the Call Centre's email info@dubaidet.ae ; reach out to the Call Center by dialling the following number: 600555559 ; or use any of the available complaint channels.
- 2- The customer will be contacted within the first 24 of receipt to understand the nature of the complaint.
- 3- The Customers Service Department will refer complaints and notes to the competent business unit 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 3 working days
 - ✓ Ordinary complaints: within 7working days
- 4- The Customers Service Department will contact the customer to notify them that the complaint is resolved and to assess how satisfied they are with the solution.
- 5- The complaint would be marked 'closed' on the 04 portal after having contacted the customer and made sure they are satisfied with the solution.
- 6- In the event a customer is not satisfied with the solution offered regarding their complaint, the customer can file a grievance through the 04 portal.

10.4. Addressing suggestions:

- 1- If a customer wishes to submit a suggestion, they should do so through 04 Portal <https://04.gov.ae> , contact us via the Call Centre's email info@dubaidet.ae , or reach out to the Call Center by dialing the following number: 600555559.



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- 2- DET's Knowledge Management & Innovation Department will receive suggestions through the 04portal, call centre, or phone calls. The Department would then contact the customer to confirm receipt of the suggestion and report it to the competent authority within 15 working days.
- 3- The customer would then be informed whether the suggestion submitted is feasible or not.
- 4- DET will honour customers who submit outstanding suggestions.