

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. Investigate customer Dispute resolution requests, provide an action to solve it within the scope of KHDA.
- ❖ Investigate customer complaints, provide an action to solve it within the scope of KHDA

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

Mohammed Al Suwaidi

Director of Customer Happiness
Experiences

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