

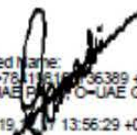

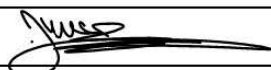


Customer Happiness Charter





Accreditation Record

Version	Date	Name	Title	Signature
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Review Record

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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 10001:2018 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



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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:

Dubai to become a pivotal hub in the global economy

1.5. Our Mission:

Develop, regulate and promote the sustainable growth of Dubai's economy

1.6. Our Values:

- Transparency
- Loyalty
- Cooperation
- Positivity
- Accountability
- Innovation

2. Our standards in providing services:

2.1. 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. Being honest, fair, equal and impartial in the services provided
4. Providing the environment and facilities needed to deliver excellent services
5. Offering assistance professionally and ensuring you receive quality services
6. Respecting customers' time as per relevant procedures and obligations



7. Providing services according to adopted measures and obligations
8. Protecting the confidentiality of the information you provide
9. Listening attentively to your concerns and respecting your points of view
10. Offering an outstanding, innovative experience when receiving the services
11. Dedicating all efforts to making you happy
12. Doing their best to meet your needs
13. The team is qualified to understand your needs and address your enquiries
14. Responding to your requests in time and without delays
15. Reducing workflow to provide quick and flexible service
16. Providing the services at all 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. Listening attentively to the customer.
7. Involving the customer in service development.
8. Having the team spirit needed to make customers happy.

2.3. 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 the following channels:
 - a. Dubai Government Unified Electronic Complaints Portal.
 - b. Dubai Government Unified Electronic Suggestions Portal.
 - c. Communication box.
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 fulfill to be eligible for the services.
6. Participating in foreseeing the future of services.
7. Sharing your positive and happy experience with others.

3. Contact information:

Department of Economic Development:

Website:	www.ded.ae
Email:	info@dubaided.gov.ae
Call Center:	+971 4 4455555
Opening Times:	Sunday - Thursday 07:30 a.m. – 02:30 p.m. During vacations and public holidays: Three working hours based on the service demand assessment and the needs of customers.

Dubai SME:

Website:	www.sme.ae
Email:	info@sme.ae
Call Center:	800 SME (763)
Opening Times:	Sunday - Thursday 08:30 a.m. – 03:30 p.m.

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 (BRL)	Dubai_BRL	Dubai (Business Registration and Licensing) Department of Economic Development	Dubai BRL	@Dubai_BRL	Ded.brl@gmail.com
Dubai SME	Dubai_SME	Mohammed Bin Rashid Est. for SME Development (Dubai SME)	DubaiSME	@Dubai_SME	DubaiSME

**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/>



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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.
- 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 3 working days
 - ✓ Ordinary complaints: within 7 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 Knowledge Management & Innovation 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.



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- 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.