

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 strategy
- ❖ Managing all KHDA events in a timely & effective manner
- ❖ Being right from the first time in terms of customer information sharing and education

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
- ❖ Responsive and knowledgeable staff
- ❖ Provide customer care and appropriate hospitality
- ❖ Ensure accurate and appropriate service quality as per customer expectations according to the quality standards such as Code of Conduct
- ❖ Ensure that services comply with any relevant Statutory and Regulatory requirements, if applicable.

Feedback

- ❖ Constantly listening and learning from customer experience through the 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



Abdulrahman Nassir
Chief of Business Support

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