



Customer Service Charter

Version 3.0

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1. INTRODUCTION:

This Charter has been developed, and is being managed according to the guidelines provided by ISO 9001:2015 (Quality Management System), ISO 10002:2014 (Complaints Management System), ISO 10003:2018 (Customer Satisfaction. Guidelines for disputes resolution external to organizations), the international best practices and organization code of conduct.

At KHDA We always strive to be innovative and provide the best solutions to our customers. This was applied through adopting a comprehensive customer service approach which allowed us to establish an outstanding customer experience that focuses on meeting and balancing the needs of our various customer groups and set the standards that are followed by all KHDA employees and functions throughout the value chain.

2. SCOPE & OBJECTIVES:

2.1. SCOPE:

- This Service Charter sets the service quality standards that the customers would expect while dealing with the Knowledge & Human Development Authority through the various delivery channels (face to face, telephone, website, emails, etc.).
- The complaints, disputes and enquires regarding KHDA various services are also covered in this charter.

2.2. OBJECTIVES:

The objective of this charter is to:

- Inform our customers of what to expect from Knowledge and Human Development Authority from its main services and relations with customers, consequently minimizing the misunderstandings and complaints.

- Inform customers of KHDA will do to ensure it will meet its customer service goals and observe customer's rights
- Inform our customers with our complaint channels when any dissatisfaction has occurred due to not meeting the agreed service standards or the charter itself.
- Inform our customers about how a complaint or an enquiry can be made, and in what format they can expect to receive a response.
- Clarify what we expect from our customers during service delivery in order to help us to provide them with better services.
- Continually improve our services, systems and staff skills and competencies in order to achieve high level services.

3. DEFINITIONS:

Customer service charter	: Promises made by the KHDA to its customers concerning its behavior that are aimed at enhancing customer satisfaction and related provisions.
Service standards	: Promises made by the KHDA to its customers concerning its behavior which are expressed qualitatively or quantitatively.
Complaint	: A verbal or written expression submitted to the department by one of its clients expressing their dissatisfaction about the processes or the procedures followed to get the intended service or the way that it has been provided.
Dispute	: A disagreement or difference that arises between the involved external parties in respect of which arbitration or conciliation may be requested from KHDA.
Enquiry	: A verbal or written expression submitted to the department by one of its clients expressing their desire / or need to get or clarify information about the department's processes or the procedures to facilitate his dealing with the department's procedures.

- Customer** : An individual or an organization who contacts or deals with the KHDA to receive one or more of its services. This includes Students, parents, teachers, investors, education providers, employers, job seekers and visually impaired individuals.
- Working days** : Sunday to Wednesday, 07:30AM to 16:30 PM,
Thursday 7:30 AM to 14:30 PM (except during official holidays)

4. OUR VISION, MISSION, AND CLIENTS

OUR VISION:

Life-long learning to fulfill Dubai aspiration

OUR MISSION:

Assure quality and to improve accessibility to education, learning and human development, with the engagement of the community.

OUR CUSTOMERS:

KHDA offer services to a wide range of customers including:

- Students, Parents, Teachers, Investors, Education providers, Employers, Job seeker and Visually impaired individuals

5. OUR SERVICES:

5.1. INVESTORS/EDUCATION PROVIDERS RELATED SERVICES:

	List of Services	Time Frame (Working Days)
Issuance		
1	Training Institutes Permit Issuance	15
2	Issuance of Educational Permit	37
3	Higher Education Permit Issuance	37
Renewal		
4	Training Institutes Permit Renewal	5
5	Renewal of Educational Permit	5
6	Higher Education Permit Renewal	15
Amendment		
7	Training Institutes Permits Amendment	12
8	Higher Education Permits Amendment	10
Advertisement		
9	Training Institutes Advertisement approval	2
10	Schools Advertisement approval	2
11	Higher Education Advertisement approval	3
Cancelations / Withdrawal		
12	Training Institutes Permit Cancellation	10

13	Education permit withdrawal	10
14	Discontinue the Educational activity	10
15	Higher Education Permit Cancellation	5
Changes		
16	Training Institutes Change Shareholders	12
17	Training Institutes Change Manager	12
18	Training Institutes Change Location	12
19	Training Institutes Change Name	12
20	Training Institutes Adding Course(s)/Activity(s)	12
21	Training Institutes Removing Course(s)/Activity(s)	12

5.2. STUDENT RELATED SERVICES:

These services are offered to school students through the education providers:

	List of Services	Time Frame (Working Days)	Service Fees (20AED added for Knowledge and Innovation Dirhams)	Service description	Channels
1	Student Transfer	5	AED120 charged by the new school	Approve the student transfer between private schools in Dubai	KHDA Schools System (Online)
2	Student Delete	On the spot	No Fees	Deactivate student record from the system	KHDA Schools

					System (Online)
3	Subject exemption for special cases	20	No Fees	Review the student application upon applying to exempt the him/her from a subject	KHDA Schools System (Online)
4	Demote students	2	No Fees	Place the student in a certain grade/year (usually lower than eligible) as per the school and parent request	KHDA Schools System (Online)
5	Student Upgrade	20	No Fees	Place a student in a higher grade as per his age and/or academic performance	Via school
6	Training Institutes Certificate Attestation	2	AED 70	Any attendance certificate for permitted course	On-line approval
7	Higher Education Certificate Attestation	10	AED 200	Any certificate /degree issued by a university licensed by KHDA must be attested by KHDA	Online request from University on our e-service system Original degree to be received by hand
8	Schools Certificate Attestation	On the spot	AED120	Validate the school report card using the SMART attestation	KHDA Schools System (Online)/ KHDA premises
9	Student Registration	5	No Fees	Approve the student enrolment in Dubai private Schools	KHDA Schools System (Online)

10	Student Leaving certificate	On the spot	120AED	An attested certificate issued upon leaving a private school in Dubai	KHDA Schools System (Online)
11	Students record Amendment	On the spot	No Fees	A change or update in student information	KHDA Schools System (Online)
12	Students Grades Verification " Exams and Retest"	On the spot	No Fees	Uploading the student end of year results	KHDA Schools System (Online)
13	Student Promotion	On the spot	No Fees	Promote the student to the next academic year	KHDA School System (Online)
14	Replacement of Educational Certificate	3	AED120	Issue a replacement for lost or damaged certificates for schools which are permanently closed	KHDA Premises
15	Education Continuation Certificate	On the spot	AED120	An attested evidence that the student is currently enrolled in Dubai private schools	KHDA School System (Online)
16	Student Registration History	On the spot	AED120	A statement of the student enrollment history in Dubai's Private schools	KHDA Premises
17	Student Good Conduct certificate	On the spot	AED120	A school's testimony of the student's good behavior	KHDA School System (Online)
18	High School equivalence	On the spot	AED120	A statement of completing the graduation requirements	KHDA Premises / Via School

5.3. FACULTY RELATED SERVICES:

	List of Services	Time Frame (Working Days)	Service Fees	Service Description	Channels
1	Faculty Registration	5	AED120	Validate the faculty's qualifications against the proposed teaching position	KHDA School System (Online)
2	Faculty Registration (Arabic and Islamic)	Based on Assessments sessions	AED120	Validate the faculty's qualifications against the proposed teaching position (including written assessments and personal interview)	As per faculty assessment process and venue
3	Faculty - NOC certificate	On the spot	AED120	An attested certificate to facilitate the faculty's Visa issuance	KHDA School System (Online)
4	Faculty - Appointment Letter	On the spot	AED120	A statement of approving the appointment of the faculty in the proposed position	KHDA School System (Online)
5	Faculty - Job continuity Certificate	On the spot	AED120	An attested evidence that the faculty is currently working in a private school in Dubai	KHDA Premises / Via School
6	End of Service Certificate	On the spot	AED120	An attested certificate issued by the school upon end of service of a faculty member	KHDA Premises/Via School
7	Job leaving certificate	On the spot	AED120	An attested certificate issued by the school upon faculty resignation	KHDA Premises/Via School
8	Assign Grade/Subject	5	No Fees	Validating a school's request to add more grades or subjects to an existing faculty member	KHDA School System (Online)

5.3. SCHOOL RELATED SERVICES:

#	List of Services	Time Frame (Working Days)	Service Fees	Service Description	Service channel
1	Issuance of new Educational Permit (profit school)	37	50,000	Issuance of new Educational Permit (profit school)	Permit application
2	Issuance of new Educational Permit (non-profit school)	37	20,000	Issuance of new Educational Permit (non-profit school)	Permit application
3	Renewal of Educational Permit (profit school)	5	35,000	Renewal of Educational Permit (profit school)	Permit application
4	Renewal of Educational Permit (non-profit school)	5	14,000	Renewal of Educational Permit (non-profit school)	Permit application
5	Request for curriculum change (profit school)	30	20,000	Change the current curriculum at the school to new one	Permit application
6	Request for curriculum change (non-profit school)	30	10,000	Change the current curriculum at the school to new one	Permit application
7	Schools Relocation	15	5,000	Relocate the school building to new location	Permit application
8	Schools Expansion	15	5,000	Expansion at the current school's building	Permit application
9	Schools Name Change	10	5,000	Change the school name to new name	Permit application
10	Schools Adding grades	10	5,000	Adding new grade to the existing grades	Permit application
11	Schools Principal appointment	20	5,000	Appointing new principal at the school	Permit application
12	Request for change in ownership of Educational Permit	10	5,000	Addition/ removal of the shareholders at the school	Permit application

13	Request for Private School advertisement	2	100	Submitting school's advertisement for approval	Permit application
14	Issuance of a No Objection Certificate (NOC) or 'To whomsoever it may concern' certificate for matters related to private schools	-	500	Issuance of a No Objection Certificate (NOC) or 'To whomsoever it may concern' certificate for matters related to private schools	Permit application
15	Request for school tuition fees amendment	5	500	Request for school tuition fees amendment	Permit application
16	Request for approval of School annual programmes and activities	-	500	Request for approval of School annual programmes and activities	NA
17	School Inspection	Annually			

Training Institutes related services:

	List of Services	Time Frame (Working Days)	Service Fees	Service Description	Service Channel
1	Training Institutes Permit Issuance	15	5,000.00	Submitting an application for an Authorization	KHDA E - Services
			25,000.00	Issuing Authorization for a Training Institute that delivers(1 or 2) Training Activities	KHDA E - Services
			30,000.00	Issuing Authorization for a Training Institute that delivers(3 or 4) Training Activities	KHDA E - Services
			35,000.00	Issuing Authorization for a Training Institute that delivers(5 or 6) Training Activities	KHDA E - Services
			40000	Issuing Authorization for a Training Institute that	KHDA E - Services

				delivers(7 or more) Training Activities	
2	Training Institutes Permit Renewal	5	25,000.00	Renewing Authorization for a Training Institute that delivers(1 or 2) Training Activities	KHDA E - Services
			30,000.00	Renewing Authorization for a Training Institute that delivers(3 or 4) Training Activities	
			35,000.00	Renewing Authorization for a Training Institute that delivers(5 or 6) Training Activities	
			40,000,00	Renewing Authorization for a Training Institute that delivers(7 or more) Training Activities	
3	Training Institutes Permits Amendment	12	100	-	KHDA E - Services
4	Training Institutes Advertisement approval	2	100	-	KHDA E - Services
5	Permit Withdrawal	10	-	-	KHDA E - Services
6	Training Institutes Permit Cancellation	10	100	-	KHDA E - Services
7	Training Institutes Change Shareholders	12	100	-	KHDA E - Services
8	Training Institutes Change Manager	12	100	-	KHDA E - Services
9	Training Institutes Change Location	12	100	-	KHDA E - Services
10	Training Institutes Change Name	12	100	-	KHDA E - Services
11	Training Institutes Adding Course(s)/Activity(s)	12	100 / 2500	2500 for adding new activity	KHDA E - Services
12	Training Institutes Removing Course(s)/Activity(s)	12	100	-	KHDA E - Services

5.4. PARENTS:

- Parents- Schools Contract
- Dispute resolution

5.5. VISUALLY IMPAIRED:

- Employment
- Training

5.6. EMIRATI WORKFORCE:

- Employment
- Vocational Training

5.7. OTHER SERVICES TIMELINE

	List of Services	Time Frame (Working Days)	Service description	Channels
1	Resolving Disputes	10	Resolving disputes between education providers(Private schools, Training Institutes, Universities and Early Learning Centers) and students/parents	calls, KHDA Premises, live chat, email, feedback system and social media
2	Resolving Complaints	7	Validating and resolving any complaint against KHDA employees, regulations, decisions ...etc	calls, KHDA Premises, live chat, email, feedback system and social media
3	Inquiries	5	Answering inquiries about KHDA regulations, services, stakeholders, or any inquiry related to private education in Dubai	calls, KHDA Premises, live chat, email, feedback system and social media
4	Call Center	5 sec	Replying to customer inquiries via phone calls	calls

6. OUR SERVICE DELIVERY ARMS:

- **Regulations & Permits Commission RPC:**

The Regulations & Permits Commission issues Permits to new early learning centers, schools, universities and training institutes in Dubai and regulates school fees through a comprehensive fee framework.

- **Customer Relations:**

Responsible for managing the services related to students and faculty affairs of the schools including the special admission of students. In addition, managing KHDA customers feedback including calls, complaints, enquires and suggestions.

- **Compliance & Resolution Commission:**

Ensures private education providers adhere to KHDA's guidelines, while supporting them in their ambition to serve Dubai's residents and govern the relationship between schools and parents and between the teachers and the schools through signing a contract that protects the rights of both parties.

- **Dubai Schools Inspection Bureau DSIB:**

The Dubai Schools Inspections Bureau (DSIB) is responsible for setting the quality standards for education services in Dubai. Through regular inspections, it supervises the quality of education for up to 17 different curricula in Dubai.

- **TAMKEEN:**

Tamkeen empowers individuals with visual-impairment through training, support, and counseling. Training programs offered through Tamkeen are delivered with the

objectives of preparing the candidates for job placement by offering programs in the areas of IT Training, Professional Skills, English Language Training. Further to that, Tamkeen also offers services to corporates when needed in the areas of inclusion.

- **National Institute For Vocational Education (NIVE):**

The main mandate of NIVE is to develop a highly skilled, flexible, employable workforce that forms the key to regional and international innovation, productivity and competitiveness. This is done by offering world class programs designed to cater to the current and future needs of the market in terms of talent

- **Emirates Nationals Development Program (ENDP)**

Established as per the directives of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, with the objective of increasing the presence and participation of UAE nationals in the key sectors of the economy - especially the private sector.

7. OUR SERVICE DELIVERY STANDARDS:

7.1. WHAT YOU CAN EXPECT FROM US?

- We deal with you in a friendly, courteous and professional way.
- We are honest, fair, reasonable and unbiased in our service.
- We have an open door policy to all our customers
- We listen to your needs and enhance our services to exceed your expectations and insure your happiness
- We ensure the accuracy and the quality of the provided services.
- We ensure the continual improvement for our services and processes according to your needs.

- We try to ensure the services are delivered as per the specified time frame.
- We keep you updated about your transactions status.
- We build positive relationships with our customers.
- We treat your information confidentially.
- We try to respond to your enquiries, complaints and disputes resolution request in an accurate and timely manner.
- We respect and listen to you.
- We ensure your views and suggestions will be considered to develop our services.
- We are committed to resolving your problems in timely manner.
- We try to ensure availability and suitability of the environment and facilities required to ensure the high level of provided services.

7.2. WHAT WE EXPECT FROM YOU?

- Treat our employees with courtesy.
- Quote your reference number, if you have been given one, when contacting us.
- When required, provide us with all information and supporting documents within the specified times, in order for us to complete the service.
- Provide us with your positive and negative feedback in order for us to improve our service through complaints, compliments and suggestions.
- Respond to our employees' inquiries in timely manner in order for us to provide you with timely service.

7.3. IF YOU VISIT US, WE WILL:

- Be friendly, courteous, and professional at all times.
- Greet you through our concierge "HAYAKOM" Team
- Bring the service to you through offering a VIP service.
- Provide you with the required information
- Provide knowledgeable staff to assist you.
- Collect your feedback on the services offered

- Greet you out with a smile
- Be available between 7:30 am to 4:30 pm (GMT +4) from Sunday to Wednesday, 7:30 am to 2:30 pm Thursday.

7.4. IF YOU CALL US, WE WILL:

- Welcome your call and always identify ourselves by the name.
- Answer your call within 5 seconds.
- Strive to resolve your query by the end of the call. If your call enquiry is more complex, we will provide you an interim response and advise you as to when a final response can be expected.
- Either give you the information you need or put you through to the best person to speak to.
- Be available between 7:30 am to 4:30 pm (GMT +4) from Sunday to Wednesday, 7:30 am to 2:30 pm Thursday.

7.5. IF YOU VISIT OUR WEBSITE, WE WILL:

- Ensure that all needed information is available and is up to date including the below:
 - Full directory about private educational institutions in Dubai
 - Schools ratings and fees
 - Educational Permits' service requirements
 - KHDA publications and open data
 - KHDA News
 - KHDA engagement activities
 - FAQs
 - Links to KHDA mobile APPs (KHDA official mobile App)
 - KHDA directions and contact us details
 - Direct links to KHDA e-services and parent school contracts service
 - Brief about KHDA management team, entities and legislation

- Receive your complaints, enquiries, and disputes through our website www.khda.gov.ae.

7.6. IF YOU USE OUR KHDA MOBILE APP, WE WILL:

- Ensure that all needed information are available and are up to date and you will find the below:
 - Full directory about private education institution in Dubai
 - Schools ratings and Fees
 - Educational permits' services requirements
 - KHDA publications
 - KHDA News
 - Latest Social Media Feeds
 - KHDA directions and contact us details
 - Educational Permit services
 - Receive your complaints, enquiries, and disputes
 - Parents Portal (Parent school contract service)

7.7. DEALING WITH ENQUIRIES:

- You can submit your enquiry through our online system provided on our website, email, contacting our call center, online chat, social media or directly with any of our employees.
- We will acknowledge your written communication within one working day and respond within five working days of the receipt of your enquiry.
- We will insure that our employees will provide you with accurate information.

7.8. DEALING WITH COMPLAINTS:

- If you are unhappy with any of our services you have received or if you feel that we have not met the standards in this charter, then:
- You can submit your Complaint through our online system provided on our website, email, contacting our call center or directly with our feedback specialist at the ground floor.
- We will respond promptly and seriously to all complaints received.
- We aim to acknowledge your Complaint within one working day.
- We aim to investigate your complaint, provide you with the proposed action to solve it, and seek your feedback about the proposed action within seven working days of receiving your complaint
- In scope complaints: Any complaint regarding our service, employees or premises.
- Out scope complaints: Any complaint regarding external persons or factors.

7.9. DEALING WITH DISPUTES:

- If there are any disagreement or difference that arises between the involved external parties in respect of which arbitration or conciliation may be requested from KHDA
- You can submit your Dispute resolution request through our online system provided on our website, email, contacting our call center or directly with our feedback specialist on the ground floor.
- We will respond promptly and seriously to all Dispute resolutions request received.
- We aim to acknowledge your Dispute resolution request within one working day.
- We aim to investigate your Dispute resolution request, provide you with the proposed action to solve it, and seek your feedback about the proposed action

8. SERVICE REQUIREMENTS:

The details related to the various services offered at KHDA including requirements, cost and delivery time are available on the KHDA website in our Service manual.

9. MONITORING AND REVIEWING THE CHARTER

This charter is reviewed and updated annually. To ensure your satisfaction, we monitor our employees' commitment to the promises we made in this charter while delivering the service to you through set of performance indicators and measuring your happiness level regularly

10. OUR CONTACT INFORMATION

Your feedback is important to us to consistently improve our services and meet your expectations.

Website: www.khda.gov.ae

Email: info@khda.gov.ae

Phone: 800KHDA- 8005432

Fax: +971-4-3640001

Postal Address: P.O Box 500008

Our Location: Block 8, Academic City, 7 Dubai, U.A.E.

Location map: <https://www.khda.gov.ae/En/AboutUs/LocationEnMap.aspx> .