

Customer Charter

Our values

We are committed to achieving excellence through continuous improvement in service delivery. To achieve this, we will be guided by our core values and standards of service to meet the changing needs of our customers as follow :

1. Customer Centricity

I treat every customer as I wish to be treated, with integrity, respect and fairness, and foster strong relationships by providing exceptional customer experience.

2. Accountability & Empowerment

I understand my role in representing the Entity and delighting customers, and I am empowered to proactively and immediately own and fulfill their needs.

3. Collaboration & Teamwork

I continuously search for opportunities to support my co-workers, and create a work environment of teamwork and collaboration so that the needs of our customers and each other are met.

4. Continuous Improvement

I continuously encourage, support and seek opportunities to innovate and enhance the customer experience.

What you should expect from us

Courteous

- We will treat you politely and with respect.
- Any problems you face will be addressed by Customer Service Employees at a personal level

Knowledgeable

- You will be dealt with by employees who are knowledgeable and capable of answering all of your queries.

Responsive

- We will attend to you in a timely manner and deal with you in sequence according to your arrival time.
- We will inform you of the requirements of the service requested and the possible delivery time.
- We will give our customers the opportunity to provide feedback on the service received and respond to all queries in a timely manner and without delay.

Reliable

- We will strive to provide timely, efficient, and consistent delivery of a range of quality services in a transparent manner
- We will work on achieving your expectations in the service you require.

Accessible

- We will seek to make our services accessible to our customers at times that are convenient, and via channels that are suitable to as much as possible.
- We will seek to decrease the number of interactions required with Customer Service employees in order to complete your service request.

Quality

- We will pursue to deliver services of standards that meet or exceed our customers' expectations.

What we request from you

- Treat our staff with courtesy, respect and dignity.
- Complete all paperwork and required documentation in advance.
- Inform us promptly if any mistakes were made on our behalf or from your side.
- Inform us when your personal information or circumstances related to a particular service changes.
- Promptly reply to queries from our Customer Service team in order for them to provide you with the best possible service.

Feedback and Contact Information

Customer opinions and feedback are highly valued by the Government of Abu Dhabi. All suggestions to enhance service efficiency and effectiveness are welcome through Abu Dhabi Government Contact Centre on the following number:

