

# Customer Happiness Formula

Proud  
Employee

+

Dedicated  
Entity

+

Positive and  
Proactive  
Customer



We pledge to make you happy

1. Greet you with a smile
2. Make an excellent first impression
3. Be courteous and polite
4. Be a great listener
5. Be professional and helpful
6. Show empathy
7. Be positive
8. Be innovative in service provision
9. Go the extra mile
10. Deliver a wow experience



We work to make you happy

1. Provide a happy and a positive culture and environment
2. Simplify and speed up service delivery
3. Know the customer preferences and personalize the experience
4. Offer services at customer convenience
5. Provide fair and unbiased service
6. Delight the customer by going beyond expectations
7. Listen to the voice of the customer
8. Engage the customer to improve services
9. Continuously innovate (future service delivery)
10. Work with one-team spirit for customer happiness



Help us make you happy

1. Provide accurate and up-to-date information and documents
2. Offer constructive feedback and innovative and positive suggestions
3. Participate in service co-creation
4. Be our partner in shaping the future of services
5. Share your happy and positive experience

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# Customer Happiness

# Customer Happiness Charter

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Help us make you happy

## Customer Happiness

We will deal with you with interest, respect and a grin. You will receive a distinguished service.

We will deal with your needs professionally and do our utmost to meet them.

We will provide our services through a knowledgeable cooperative team, who will answer all of your inquiries.

We will provide you with the requirements of each service and its due dates. We will respond to your needs on time and without delay.

We will provide you with precise information and appropriate procedures, we will provide our services through suitable timings and channels as much as possible.

We welcome your comments and recommendations to improve our services.

What we expect from you in order to provide you with a distinct service:

Effective cooperation with customer service employee regarding your service procedures ( to facilitate completion of your transactions ).

Provide all required documentations, prepare all necessary papers to complete your transactions.

Inform us with any errors, modifications or changes in data, respond to customer service team inquiries in order to serve you on time and gain your satisfaction.

As a part of our endeavor effort to engage and consult our clients on best practices. A charter was prepared to highlight the principles and values on which our strategy is based and specify the standards and features of services that customers would expect. As well as enhancing their participation in order to achieve the highest levels of excellence.

We ensure providing high standard services to satisfy you

**Ahmed Yusuf Darwish Al Naimi**

Federal National Council Member

Director of Customer Happiness Centers in Ras Al Khaimah



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## Customer Happiness

With believing in our capabilities supported by ambitious endeavors and team work spirit of satisfying customers and employees; Ras Al Khaimah Municipality Department has been dedicatedly working to provide a welcoming environment that promotes satisfaction and positivity.

We are fully committed to fulfill these ambitious goals through employing all possible resources to support our staff who will provide all means of support and services to our customers, which will impress the customer with services beyond their expectations; ensuring fairness and equality implementing rapid electronic services and enabling us to achieve all elements of innovation and sustainability.

These tools are our vision's bullseye; leading us to achieve desired goals of establishing Credible Customer Service to ensure their satisfaction in terms of dealing with us, their personal lives and careers in consistent with our Wise Leadership's aspirations.

**Munther Mohammed bin Shekar**

Director-General of Ras Al Khaimah Municipality Department





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## Customer Happiness

Pleasure in serving customers deals with consolidating and strengthening the concepts of happiness in service centers to become a practice and a principle in government agencies, through supporting staff of the Center with a set of tools and values that enable them to achieve happiness and positivity.

The equation of customer satisfaction consists of three main elements that lead to positive interaction with a satisfied customer. These elements are, A Proud Employee who provides a distinguished service, a Dedicated Organization to please their customers, and a Positive Proactive Customer.

A Proud Employee who provides a distinguished service: Is a customer service employee who takes the lead in achieving customer satisfaction through providing the best dealing experience, has a welcoming smile, a distinct first impression, respectful and elegant, a good listener, a pioneer and a professional in providing assistance.

A Dedicated Organization to please their customers: It's an organization that develops its services according to the needs of the customers and global trends in its field through commitments of providing a hospitable environment that fosters the concept of satisfaction and positivity, providing a quick and simplified services.

A Positive Proactive Customer: Is a customer who seeks service from governmental organizations, participates with constructive suggestions that contribute to providing innovative services that will satisfy all of the customers.

**Mohammed Jassim Bualhamam**

Director of Customer Happiness Center, Municipality Department

