

Khalifa Fund Customer Service Charter

The purpose of the Customer Service Charter is to clarify the responsibilities of the customer service employee and the customer to provide and enhance an outstanding service.

Our Customer Service Staff 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 distinguished service standards to meet the needs of our customers, as follows:

1. **Customer Focus:** Strive to treat the customer as they wish to be treated, with dignity, respect, and fairness, while seeking to develop and strengthen relationships by providing a unique customer service.
2. **Credibility and Empowerment:** I fully understand my role in the entity I represent, and I am happy to serve the customer. I also strive for continuous development of my abilities to respond to customer needs and am keen to deal with complete clarity, absolute transparency, and maintain the accuracy of the information provided.
3. **Cooperation and Teamwork:** I constantly seek to explore available opportunities to support my colleagues and help adopt and create a work environment that motivates collective performance to meet all customer needs on time.
4. **Continuous Improvement:** I strive to encourage, support, and explore opportunities to enhance the customer experience.

What We Ask of You:

- To appreciate the efforts of our employees and treat them with mutual respect and appreciation.
- To provide all required documents and papers so we can provide our services to you quickly.
- To inform us immediately of any errors made by us or you during service delivery.
- To inform us of any updates to personal information related to the service.

- To be responsive to inquiries from our customer service staff, enabling them to provide you with an excellent service.

What You Can Expect from Us:

Kindness:

- We will treat you in a respectful, kind, friendly, and cheerful manner.
- We will handle any issues that arise with the service provided to you by the customer service team with confidentiality.

Information:

- We will provide our services through a cooperative, knowledgeable team that maintains confidentiality, understands your needs, and can answer your inquiries.

Responsiveness:

- We will work to respond to all your inquiries and handle them in a timely manner.
- We will provide you with the requirements for each service and its completion deadlines.
- We will facilitate your communication with us and will respond to your feedback on the services provided in a timely manner and without delay.

Reliability:

- We will focus on providing you with excellent services in an effective, organized, and transparent manner.
- We will work to meet your expectations of the service provided.

Ease:

- We will work to provide services at times and through channels that are convenient for you as much as possible.
- We will reduce the number of procedures to provide you with a fast and smooth service.

Quality:

- We will work to provide outstanding, high-quality services that enhance the quality of life for individuals.

Measuring Success:

The Abu Dhabi Government continuously seeks to enhance customer experiences by establishing and implementing an interactive or proactive methodology for service delivery and management. This is achieved through the continuous review of services provided to ensure they comply with the standards set in this guide and meet expectations in the best possible ways.

Feedback and Contact Information:

Given the importance of your opinions and feedback, we welcome all your suggestions related to enhancing the efficiency of services to raise the level of services in the Abu Dhabi Government through the Abu Dhabi Government Contact Centre, the Fund's contact center, and other channels.

Alia Al Mazrouei

Chief Executive Officer