

Customer Happiness Charter

**We Pledge to
Make You Happy**

Proud Employee



**We Work to
Make You Happy**

Dedicated Entity



**We Work to
Make You Happy**

Positive and Proactive Customer

= Customer Happiness

The Transport Authority is keen to provide proactive, innovative, and distinguished services that ensure customer happiness and enhance their quality of life.

Our commitment to you:

- We will treat you with care and respect and you shall receive a fair and distinguished service.
- We will handle your needs and requirements with professionalism, and we will do our utmost to meet them.
- We will design our digital services proactively and flexibly while involving you to ensure readiness for the future.
- We will provide our services through a cooperative, knowledgeable work team that understands your needs and can answer your inquiries.
- We will provide you with the requirements for each service and its completion dates, and we will strive to provide services of distinctive value to you.
- We will provide you with accurate information and proper service procedures.
- We will respond to your requests in a timely manner and will commit to serve you within the targeted time.
- We will reduce the number of procedures and requirements to provide you with fast service and a smooth and flexible customer experience, and we will work to interconnect and integrate our services with all stakeholders.
- We will always provide our services, and we will provide unified, diverse, and consistent service channels that suit your needs and meet your expectations.
- We will welcome your opinions and suggestions to participate with you in developing our services.
- We will work to protect your data and privacy.

Your commitment to us:

- Appreciate our employees and their efforts by treating them with mutual respect.
- Provide necessary documents and identification on demand.
- Prepare required documents and prerequisites.
- Notify us with any change or error in your data.
- Notify us with any change in your personal information or circumstances related to the completion of service.
- Respond to our team's inquiries and questions to be able to serve you better.

Measuring our success:

The Transport Authority strives to improve the quality of services offered to customers, which can only be achieved by measuring the success and quality of services provided to customers using various tools and methods, such as customer happiness questionnaires, feedback and suggestions, innovation tools and brainstorming workshops to engage customers and receive their feedback. The Transport Authority will analyse the collected data to identify areas of improvement and development in services so that it can adopt a proactive approach to improve the current service system and develop future services to enhance the management and quality of services provided and fulfil its commitment to its customers in a manner that guarantees their expectations and aspirations.