



CUSTOMER SERVICE CHARTER

Introduction/Purpose

Provide exceptional customer service by creating a seamless and integrated experience for our customers, characterized by a culture of empathy. We will strive to optimize our portfolio to deliver superior value and efficiency, and leverage synergies with the AD Ports Group Clusters to cultivate operational excellence, drive innovation and enhance digitalization to exceed the evolving needs of our customers.

Service Level

We envisage to acknowledge the Customers complaints, enquiry and feedback immediately. The resolution of the complaint is based on the severity (high, medium and low) the timeline is mentioned below.

- A high severity complaint - 5 working days,
- A medium severity complaint - 8 working days
- A low severity complaint - 10 working days
- All customer enquiries are expected to be responded to within 1 working day and resolved within 4 working days.

What you can expect from us

Transparency

- We will be transparent and honest with customers throughout the life cycle of interaction.
- Through transparency we will build trust with customers, and which will help to foster a long-term relationship.

Communication

- We will provide clear and accurate information to the customers.
- We will provide timely and easy to understand information to support vulnerable groups.
- We will create various communication channels with customers to deliver prompt support.
- We will ensure that customers have visibility of our contact information and ability to provide feedback.

Collaboration

- We will engage with customers to understand their needs and to provide customized solutions if possible.
- We will provide personalized support to vulnerable customers and address specific challenges.
- We will collaborate with internal and external departments and stakeholders to support customers requirements.
- We will create a sense of partnership with the customers so that they become our brand advocates.

Flexibility

- We will be adaptable to customers needs and preferences wherever possible.
- We will be willing to go above the call of duty to support customer's case.
- We will strive to provide more than one option to customer to fulfil their needs.
- We envisage to provide flexibility in any aspect which will alleviate burden on vulnerable customers.

Responsiveness

- We will respond to customers requests in a timely and efficient manner.
- We will provide accurate and prompt response to customers enquiries and complaints.
- We will create an agile culture where customers issues and feedback are promptly addressed.
- We will respond to vulnerable customers with empathy and understanding.

What we expect from our customers

1. We expect customers to communicate their requests, concerns and feedback clearly and to provide all relevant information to expedite the response/resolution.
2. To behave with our team in a respectful and courteous manner in all the interactions.
3. To provide timely and constructive feedback helping us to improve our services.
4. To collaborate with us during trouble shooting processes so that the resolution can be expedited.
5. To share with us any development which is impacting their business and needs our attention.
6. To abide by QHSE guidelines of the company.
7. To show patience in the resolution of complex issues which might require thorough investigation.

Complaints and Enquiry Handling

- Customers will be able to log their complaints and enquiries through website, email, telephone and in person.
- All the complaints and enquiries will be logged into the CRM system and an acknowledgement number will be shared with customers.
- Customer Experience Centre (Bldg 3, Khalifa Port) has been set up to provide instant support and guidance to customers.
- Ports Cluster AI chatbot, accessible via the AD Ports website, facilitates prompt and accurate responses to customer enquiries.

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