



## INTRODUCTION AND PURPOSE

AD Ports Group is committed to enhancing the customer experience and achieving the satisfaction of all our customers. We aim to do so by providing innovative and unique services that consistently exceed customers' expectations. We build bridges with clients based on trust, collaboration and transparency. Our goal is to achieve the highest level of satisfaction for our customers with our products and services.

This charter outlines our commitment, values and related principles pertaining to the products and services we offer, ensuring our customers receive a superior journey.



## OUR CUSTOMER SERVICE VALUES

We are dedicated to the highest level of excellence through innovation and continuous improvement in our service delivery.

### Customer Focus

We understand our role and deliver services that are competitive and exceeding the expectations of our customers, while upholding their rights.

### Credibility and Empowerment

We communicate clearly and transparently. We will develop our capacities to meet our customers' needs and provide them with accurate information.

### Collaboration and Teamwork

We invest in a happy, collaborative team, knowing this leads to satisfied customers and timely results.

### Innovation and Continuous Improvement

We encourage, support and explore opportunities to enhance customer experiences through innovation and continuous improvement.



## WHAT TO EXPECT FROM US

### Integrity

- We treat customers in a respectful, friendly, and courteous manner.
- We promptly address concerns and value customers' interactions.

### Expertise

- We provide services through a knowledgeable team that has the expertise to understand customer needs.
- We handle concerns with confidentiality and care, ensuring a positive experience consistently.

### Agility

- We swiftly respond to requests and feedback.
- We provide detailed service cards outlining our offerings and expected processing times.

### Reliability

- We keep our promises, ensuring a reliable, consistent, and seamless service.
- We ensure timely and efficient service delivery, exceeding expectations every step of the way.

### Convenience

- We provide a variety of convenient channels to access our services, designed to suit customers' preferences.
- We offer streamlined processes for a smooth and efficient journey.

### Quality

- We strive for excellence, continuously innovating to deliver exceptional experiences.
- We are dedicated to delivering high-quality products and services that consistently meeting customer needs.



## HOW TO ASSIST US IN IMPROVING YOUR JOURNEY

- Treat our team with mutual respect.
- Provide required documents to speed up the business process.
- Share feedback about the experience to enable us to improve our services and products.
- Provide accurate and timely information on business needs.

## ☆☆☆ MEASURING SUCCESS

AD Ports Group continuously seeks to enhance customer experience through a collaborative and proactive approach. Our dedication to excellence is at the heart of everything we do. We continuously review and refine our services, ensuring they meet the highest industry standards and, more importantly, surpass expectations.

## 🔍 HOW TO PROVIDE FEEDBACK OR RAISE CONCERNS

We earn trust through dedicated service and a commitment to getting things right the first time and every time. While we strive for excellence, we know there's always room to improve. Your feedback helps us continuously improve and meet your needs even better. We have a robust process to ensure concerns are investigated fairly and resolved quickly and effectively.

The following channels are available for our customers to convey their feedback or concerns.

- Web Forms on AD Ports Group Website ([www.adportsgroup.com](http://www.adportsgroup.com))
- Email: [customerservice@adports.ae](mailto:customerservice@adports.ae)
- AD Ports Group Subsidiaries' Websites
- Our Unified Contact Centre: +97126952000 (Intl), 800 10 2030 (UAE)
- Our Service Delivery Channels
- Verbal in person at AD Ports Group offices

## 🛡️ PRIVACY AND CONFIDENTIALITY

AD Ports Group is committed to safeguarding the privacy and protection of all personal data we collect, process, store and dispose in the course of our business operations. We adhere to the General Data Protection Regulation and other applicable regulations to protect customer data.

## 💡 SUGGESTIONS / IDEAS

Reinventing the way of doing business and seeking new and more efficient methods has been a constant and continuous exercise for AD Ports Group. Our IBTIKAR programme is designed to encourage customers to participate in our innovative journey by logging their suggestions through [ibtikar@adports.ae](mailto:ibtikar@adports.ae).