



Department of Tourism and Commerce Marketing

Customer Care Charter

www.dubaitourism.ae



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1. About us

The Department of Tourism and Commerce Marketing is part of the Government of Dubai. Our aim is to promote and develop tourism in Dubai, firstly by concentrating on the international promotion of Dubai's commerce and tourism interests and secondly by acting as the principal authority for the planning, supervision and development of the tourism sector in the Emirate.

2. About our customer care charter

Our charter tells you about the range of services we provide, the standards we aim to meet and what you can expect when you deal with us.

It has been developed, and is managed in line with the guidelines given in ISO10001:2007, (Quality management – Customer satisfaction – Guidelines for codes of conduct for organizations), and forms an essential part of our desire to achieve our customer care vision which is, *'To be recognised as the leading tourism organisation providing excellence in its customer care'*.

We would like to communicate effectively with you, so please tell us if you need this charter in another language or in another format such as large print.

If you have a complaint regarding our services or about the charter itself, then we will handle this through our complaint management system, which has been implemented within the guide lines given in ISO10002:2004, (Quality management – Customer satisfaction – Guidelines for complaints handling in organizations). See the end of the charter for more details on how to complain.

3. About our staff

Our staff will act professionally and will always try to provide you with a helpful, polite and efficient service. We are committed to treating everyone fairly, consistently and in line with the laws and regulations that govern the activities of DTCM.

Our staff will give you their names and job designations when they speak to you or write to you.



4. Definitions

For the purpose of this charter, the following definitions apply:

Customer care charter	Promises, made by the DTCM to its customers concerning its behaviour that are aimed at enhancing customer satisfaction and related provisions. (These are also known as customer satisfaction codes of conduct)
Service standards	Promises, made by the DTCM to its customers concerning its behaviour which are expressed qualitatively or quantitatively.
Complaint	An expression of dissatisfaction made to DTCM, related to our services, customer care charter, service standards or processes.
Customer	An individual or an organization who contacts or deals with the DTCM to receive one or more of its services. This includes visitors to Dubai, the UAE community and organisations operating within and outside of the tourism industry and other Government of Dubai Departments..
Working days	Sunday to Thursday, 07-30 to 14-30, (except during official holidays)

5. Objectives of our customer care charter

The objectives of this customer care charter are:

- To continually improve DTCM's public services, processes and staff skills to achieve high levels of customer satisfaction.
- To support the right of customers to expect excellent levels of service.
- To ensure all customers and customer groups are treated fairly.
- To reduce the likelihood of complaints and misunderstandings through improving customers knowledge and understanding of what are DTCM's services.
- To promote DTCM as an organization that cares for its customers.
- To provide customers with a knowledge and understanding of DTCM's service standards.



6. Our vision and mission

Our vision

To position Dubai as the leading tourism destination and commercial hub in the world.

Our mission

To strengthen the Dubai economy through; the development of sustainable tourism, the provision of a unique visitor experience combining quality service & value for money in a safe environment for all our employees, contractors and visitors, the innovative promotion of Dubai's Commerce and Tourism opportunities, and the further development of partnership with our industry stakeholders.

7. Our Customers

- Visitors to Dubai.
- The UAE community.
- Organisations and individuals operating within and outside the tourism industry.
- Other Government of Dubai Departments.



8. Our services and service standards

Our General Services	Our Service Standard
<p>When you visit us in any of our locations we will:</p>	<ul style="list-style-type: none"> • Be friendly, courteous and professional at all times. • In our head office be available between 7-30 AM and 2-30 PM each working day (Sunday to Thursday) • In our VIBs, be available every day, during the opening hours of the location where the VIB desk is located. <u>Note: VIBs offices are located at Dubai Airport in T1 & T3 and available every day, 24 hours.</u> • Provide you with the service you seek in a timely & professional manner. This includes the services relating to the issuing of tourism and entertainment permits, licensing and classification, etc. • Provide staff that are knowledgeable and can assist you. If they cannot, then you will be directed to another member of staff who will aim to help you. • If you have made an appointment, the person you need to speak to will meet you at the appointment time.



Our General Services	Our Service Standard
<p>When you call us we will:</p>	<ul style="list-style-type: none"> • Be available to speak to between 7-30 AM and 2-30 PM each working day (Sunday to Thursday on +971 4 282 1111). • Outside of these hours, be available 24 hours a day on the toll free number 8007090 or the DTCM VIB offices at Dubai Airport in Terminal 1 & 3. DTCM VIB offices at Dubai Airport Contact Numbers: Tel in Terminal 1: + 971 4 224 5252 Tel in Terminal 3: + 971 4 220 3430 • Answer your call within 3-5 rings, welcome your call and always identify ourselves by greeting callers and stating our name and department • Either give you the information you need or put you through to the best person to speak to. • Aim to resolve your query by the end of the call. If your enquiry is more complex we will provide you with an interim response and advise you when you can expect a final response.
<p>When you write to us we will:</p>	<ul style="list-style-type: none"> • Aim to give you a full reply to your letter or email within 2 working days. If the matter is complex and we need longer than 2 working days, we will explain this and tell you when you can expect a reply. • If you write to us about a matter which does not involve us, we will tell you who is responsible for dealing with it and how to contact them.



Our General Services	Our Service Standard
<p>When you visit our website, we will:</p>	<ul style="list-style-type: none"> • Ensure all information shown is up to date and available. • Receive your enquiries, complaints, compliments and suggestions. • Provide you with email or other electronic contact details for you to contact us

Our Specific Services	Our Service Standard
<p>When you ask us for tourist or related information either through our One Stop Information Centre or at any of our VIBs, we will:</p>	<ul style="list-style-type: none"> • Provide you with the information you requested timely for walk-in visitors and simple calls or within a maximum of two working days depending on the info requested. If we cannot provide you with the information within this time we will inform you when we will be able to. • Have available DTCM published tourist information media “Dubai at a Glance” and “Destination Dubai” in Arabic, English, German, Russian and French • If you ask us for information that does not involve us, we will tell you who is responsible for such information and how to contact them.
<p>When you arrive in Dubai on a cruise we will:</p>	<ul style="list-style-type: none"> • Welcome you in a friendly and courteous way, in line with the culture and values of the UAE. • Ensure that the formal arrival services are available. This includes immigration and customs.



Our Specific Services	Our Service Standard
<p>When we visit a hotel establishment to conduct a Classification inspection, we will:</p>	<ul style="list-style-type: none"> • Provide Inspectors who are trained and competent. • Conduct the assessment in accordance with the Licensing & Classification Manual for Hotels, Guest Houses and Hotel Apartments in the Emirate of Dubai. • Conduct all inspections in a professional and impartial manner. • Provide you with a full report of any issues identified. • Aim to issue your licence within 1 working week from date of inspection providing there are no outstanding issues.
<p>If we receive a fee or charge, we will:</p>	<ul style="list-style-type: none"> • Issue an official receipt to you immediately.
<p>When we provide training for Tour Guides we will:</p>	<ul style="list-style-type: none"> • Provide trainers that are competent and knowledgeable in the tourism industry. • Give training that is accredited by the British Technical Education Certification (BTEC) • Issue the tour guide licence within two weeks of completing the course provided the delegate has meet the relevant criteria.
<p>If you have cause to complain or have a enquiry:</p>	<ul style="list-style-type: none"> • We aim to acknowledge your written communication within one working day and respond within one week of receipt of the correspondence. • If we cannot provide you with an answer to your query within that specified time, we will explain this and tell you when you can expect a reply.



9. Data Protection

We will respect your right to privacy. We will use any personal information we collect only for the purpose we tell you about. We will destroy the information when we no longer need it and will not pass it on to third parties without your permission, (unless it is required by law).



10. Helping our customers

We aim to provide a service that meets the needs of all our customers. We find out our customers' opinions by carrying out customer surveys. We also welcome comments at other times. If you are pleased with a service we have provided, or you have a suggestion for an improvement, please tell us via any of our contact information given at the end of this charter.

11. Monitoring our charter and our performance

To achieve the highest level of customer care, we have established a customer care methodology in line with international best practice. This includes procedures to continually monitor and review our services and ensure the promises made in this charter are being achieved. Where we fail to achieve our standards we will review the reasons why and take the necessary action to improve.

To ensure this charter remains relevant, up-to-date and reflects your expectations, we would welcome your feedback via any of our contact information given at the end of this charter.

12. If you have a complaint

We hope you never have reason to complain about a service we provide but realise that problems may arise and things can go wrong.

If we do not meet our standards, we want you to tell us. We want to know about your complaint and we will do everything possible to improve the services we provide. Your complaint will be handled through our complaint management system, which has been implemented within the guidelines of ISO10002:2004, (Quality management – Customer satisfaction – Guidelines for complaints handling in organizations).

You can lodge your complaint through the e complaints system on the DTCM website; <http://www.dubaitourism.ae/> or <http://www.definitelydubai.com/> . Alternatively you can give us your feedback via the contact information given at the end of this charter.



13. If you have a suggestion

You can provide us with any suggestions you may have in relation to our services or this Charter through our suggestion scheme. This can be accessed through our web site at:

http://www.dubaitourism.ae/e_services/suggestions-complaints

14. How to contact us

Website: <http://www.dubaitourism.ae/> or <http://www.definitelydubai.com/>

Email: customercare@dubaitourism.ae

Telephone: +971 4 282 1111

Fax: +971 4 282 1131

Postal address: Customer Care unit,
Department of Tourism & Commerce Marketing,
PO Box 594,
Dubai, United Arab Emirates.

Our location: Al Fattan Plaza, Airport road,
Deira, Dubai, United Arab Emirates (ground, 8th, 9th floors)