



CLIENT SERVICE CHARTER

Version 05

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DIRECTOR'S MESSAGE

We are strongly committed to improving the quality of services we provide to you. As such, we are pleased to present our Client Service Charter to materialize the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the UAE's Vice-President and Prime Minister, and Ruler of Dubai when he said "serving the public in the best possible way has to be one of the top priorities of government departments", and to present an open and transparent approach for our esteemed clients in their dealings with the department. The service charter comes as part of Dubai Customs' continual efforts to improve the services provided to its clients with consistency and high quality standards, to maintain the leadership by providing locally and internationally distinguished projects and services, and to ensure delivery of improved and monitored level of services.

Ahmed Mahboob Musabih
Director of Dubai Customs



INTRODUCTION

The Client Service Charter has been developed and managed according to the guidelines provided by ISO 10001:2007, and according to the best international practices in this field, taking into consideration the feedback provided by the top management, the employees, the clients, and the partners through the process of designing, reviewing, evaluating, and amending the charter, in such away as to enhancing the process of continual improvement of the charter according to the clients' needs, which will lead to the improvement of the services provided.

Complaints regarding the services or regarding the charter itself will be handled according to the complaints management system that conforms with the ISO 10002:2004 (Quality Management-Customer Satisfaction-Guidelines for Complaints Handling in Organizations).

Our Charter lets you know what you can expect in your dealings with us or when you contact us, including our service standards, and outlines how you can help us continue to meet your expectations in our delivery of service standards.

To ensure this charter remains relevant, up-to-date and reflects your expectations, we welcome your feedback via any of our contact information at the end of this charter, and we have developed a procedure to continually monitor the application of the commitments made in this charter.

TERMS & DEFINITIONS

For the purpose of this charter, the following acronyms may apply:

- **Charter / Client Satisfaction Code of Conduct:**

Promises, made to clients by Dubai Customs concerning its behavior that are aimed at enhancing Customer Satisfaction and related provisions.

Note: the term Charter (or Client Service Charter) and Code (or Client Satisfaction Code of Conduct) will be used to relate to each other simultaneously.

- **Service Quality Standards:**

Promises, made to clients by Dubai Customs concerning its behavior which are expressed qualitatively.



- **Service Time Delivery Standards:**

Promises, made to clients by Dubai Customs concerning its behavior which are expressed quantitatively.

- **Working Days:**

The days of the week extended from Sunday to Thursday and that are not announced by the government of Dubai as official holidays.

- **The Clients:**

Any individual or organization who contacts or deals directly with Dubai Customs to receive one of its services. This includes the UAE community, industry, traders, exporting and importing entities and people.

- **Complaint:**

A verbal or written expression submitted to the department by one of its clients expressing their dissatisfaction about the processes or the procedures followed to get the intended service or the way that it has been provided.

- **Enquiry:**

A verbal or written expression submitted to the department by one of its clients expressing their desire / or need to get or clarify information about the department's processes or the procedures to facilitate his dealing with the department's procedures.

ABOUT DUBAI CUSTOMS

OUR VISION

The leading customs administration in the world supporting legitimate trade.

OUR MISSION

Protecting the society and sustaining economic development through compliance and facilitation.

OUR GOALS & VALUES

Goals:

- Play a major part in the economic & social development of Dubai.
- Adopt and share best practice business processes and systems.
- Provide best human and technological resources.
- Improve customer satisfaction and loyalty.



VALUES:

In the quest towards our strategic vision and the achievement of our mission, we shall always be guided by our shared values:

- Customers and Stakeholders: Our ambassadors for our business.
- Staff: Our real assets.
- Supportiveness: A creative and distinguished work environment.
- Forward Thinking: Creativity for improvement and development.

ABOUT THE CLIENT CHARTER

This Client Service Charter sets out the standards of service you can expect when dealing with Dubai customs and outlines how you can provide feedback to assist in improving that service.

A. SCOPE

- This Charter aims to set service quality standards to the services provided by Dubai Customs including all the enquiries and complaints related to these services, covering all of its locations which provide these services.
- This charter also sets service time delivery standards for selected main services aiming at extending it gradually to include all the main services provided by Dubai Customs.
- This charter excludes complaints and disputes subject to legal action.
- Limitations on the promises included in this charter include the case of designated unusual circumstances (i.e: the war and act of war, environmental crisis, uncontrolled breakdown, permits required by other parties).

B. OBJECTIVES

The objectives of this Code are:

- To enhance fair trade practices and clients' confidence in Dubai Customs.
- To improve client understanding of what to expect from Dubai Customs in terms of its services and relations with clients, thereby reducing the likelihood of misunderstandings and complaints.
- To recognize, promote, and protect clients' rights.



- To provide clients with an understanding of Dubai Customs' service standards.
- To inform clients of Dubai Customs about complaint channels when any dissatisfaction has occurred against the agreed service standards or the charter itself.
- To ensure clients are aware of how a complaint or an enquiry can be made, and in what format they can expect to receive a response.
- To clarify the expected requirements provided by the clients to help offer better services to them.
- To continually improve Dubai Customs' services, systems and staff skills to achieve high level services.

OUR SERVICE STANDARD

A. WHAT YOU CAN EXPECT FROM US

- We deal with you in a friendly, courteous and professional way.
- We are honest, fair, equitable and unbiased in our service.
- We ensure availability and suitability of the environment and facilities required to enhance the high level of provided services.
- We enhance the accuracy and the quality of the services provided.
- We ensure the continual improvement for our services and processes according to your needs.
- We save your time, and make continual effort to improve the service-lead time.
- We provide services according to approved procedures and commitments.
- We are committed to providing highest level of customer service by constantly training our customer facing staff with latest trends and knowledge about Customer Service.
- We shall continue to constantly educate our customers on the changes and updates in the service delivery, customs processes, systems and policies by conducting regular educational sessions and trainings. Such trainings are regularly scheduled and are communicated through our training partners to all the clients.
- We shall make use of feedback tools including focus group meetings and surveys on a regular basis to determine client expectations.



- We shall ensure that the appearance of our front line officers is up to the expectations of our customers. The inspection staff shall always wear their required uniforms. The identification cards are visible to the customers.
- We shall update and publish our service delivery standards per delivery channels on a regular basis, upon review and revision.
- We focus on our clients' needs in everything we do.
- We build positive relationships.
- We treat your information confidentially.
- We respond to your enquiries and complaints in an accurate and timely manner.
- We respect and listen to each other.
- We ensure your views and suggestions will be considered to develop our services.
- We are committed to rectifying your problems.
- We give you the right to access services, facilities, and information in a manner which meets your needs.

B. DEALING WITH ENQUIRIES AND COMPLIMENTS

- You can lodge your enquiry or compliment through our online helpdesk provided on our website, fax, Clients Feedback Boxes, phone, Clients Care Centers, or by contacting our call center.
- We aim to acknowledge your written communication within one working day and to respond within two working days of receipt of correspondence for the enquiry.
- If we cannot fully provide an answer to your query within that specified time, we will provide you an interim response and advise you as to when a final response can be expected.

C. DEALING WITH COMPLAINTS AND GRIEVANCES

- If you are unhappy with the service you have received or if you feel that we have not met the standards in this charter, then:
- You can lodge your complaint through our website, unified governmental eComplain at <http://www.ecomplain.ae/>, fax, phone, Clients Feedback Boxes, or by contacting our Call Center.
- We will respond promptly and seriously to all complaints received. We are committed to rectifying problems.



- We aim to acknowledge your communication within one working day.
- We aim to investigate your complaint, provide you with the proposed action to solve it, and seek your feedback about the proposed action within seven working days of receiving your complaint.
- If we cannot fully provide an answer to your complaint within that specified time, we will provide you an interim response and advise you as to when a final response can be expected.
- We aim to follow up with you on the executed actions, make sure it has been executed within the specified period, and seeking feedback about the final result.
- If you are not satisfied with the proposed action, we will provide you with the right to raise a grievance to the Director General's office.
- We aim to investigate your grievance, and reply to you with the investigation result within six working days of receiving your grievance.

D. OUR ELECTRONIC CARGO SYSTEM AND E-CLEARANCE

- Provide customers with the possibility of access to electronic systems for goods round the clock from Saturday to Thursday of each week.
- Our E-Clearance facility is accessible round the clock. For more information, please visit our portal www.dubaitrade.ae

E. IF YOU VISIT US, WE WILL:

- Be friendly, courteous, and professional at all times.
- Provide you with information and directions.
- Provide knowledgeable staff to assist you.
- Be available between 07:30 a.m. and 2:30 p.m. each working day (Sunday – Thursday).

Note: This includes the working hours for our main offices.

Extended working times and days are available with the other locations depending on their working conditions.

For more information about the working times and days for other locations, please contact us using any of the contact details available at the end of this Charter.

F. IF YOU WRITE, FAX OR EMAIL US, WE WILL:

- Aim to acknowledge your communication and reply to you according to our service standards provided in this Charter.



G. IF YOU CALL US (THROUGH THE CALL CENTER), WE WILL:

- Be available between 07:30 a.m. and 09:00 p.m. each working day (Sunday – Thursday) (call center).

Note: call center will be available on Saturdays from 07:30 a.m. and 02:30 p.m. except official holidays.

- Welcome your call and always identify ourselves by department name.
- Strive to resolve your query by the end of the call. If your call enquiry is more complex, we will provide you an interim response and advise you as to when a final response can be expected.

H. IF YOU VISIT OUR WEBSITE, WE WILL:

- Ensure to provide all information related to Customs and procedures available.
- Receive your complaints, enquiries, and compliments through our website www.dubaicustoms.gov.ae

I. SOCIAL RESPONSIBILITY AND MULTI-CULTURAL ENVIRONMENT

- Dubai Customs strives to achieve a high level in the services it provides to all clients, paying particular attention to those who need special attention, including the people with disabilities, the elderly, the sick, and people who could not talk Arabic or English languages.
- To achieve that, Dubai Customs is committed to assign Complaints Delegates to deal with the complaints of the people with disabilities, offering to go to their location when necessary. In addition, to provide the Complaints Delegates and other employees, where necessary (such as the Clients Service Officers at the Airport), with the suitable training to deal with the needs of the people with disabilities (such assign language).
- Large Print version will be available on the website, in addition to offering Braille version of the charter upon request.
- Also, the charter, which currently provides 7 language options (French, Spanish, Russian, Chinese, Farsi, Malayalam, and Urdu) for the clients who cannot speak Arabic or English languages to send their complaints about the services or the charter itself in their own language, and Dubai Customs is committed to translate it at its own expense, and to reply to the client in their preferred language.



WHAT WE EXPECT FROM YOU

- Treat our employees with courtesy.
- Be honest with us.
- Quote your reference number, if you have been given one, when contacting us.
- Update your contact details whenever there are changes to maintain accurate records with customs.
- When required, provide all information within the specified times.
- Provide your feedback both positive and negative to improve our service through complaints, compliments and suggestions.
- Attend scheduled meetings punctually, especially those related to your feedback.
- Abide by any legal requirements and other obligations you are to meet to be eligible for sought services.

ONLINE TOOLS AND INFORMATION

The links below provide useful information which assist the clients to find relevant information on customs procedures:

Dubai Customs Website: www.dubaicustoms.gov.ae

A. GCC LAW:

<http://www.dubaicustoms.gov.ae/en/Publications/Documents/GCCCommonCustomsLawEnglish.pdf>

B. CUSTOMER GUIDE:

http://www.dubaicustoms.gov.ae/en/Publications/Publications/Customer_Guide_ENV3.pdf

C. CUSTOMS CENTERS LOCATIONS MAP:

<http://www.dubaicustoms.gov.ae/en/AboutDubaiCustoms/Pages/Location.aspx>

D. FREQUENTLY ASK QUESTIONS (FAQ):

<http://www.dubaicustoms.gov.ae/en/Customercare/Pages/FAQ.aspx>

E. DUBAI TRADE:

<http://www.dubaitrade.ae>



OUR CONTACT INFORMATION

Website:	www.dubaicustoms.gov.ae
Email:	Client.Relations@dubaicustoms.ae
Call Center:	+971 4 80080080
Fax:	+971 4 4176316
Postal Address:	Client Management Department Dubai Customs, PO Box 63 Dubai, United Arab Emirates
Our Location:	Dubai Customs Headquarters Building Mina Road, Bur Dubai, Dubai
Nearest Landmark:	Port Rashid

