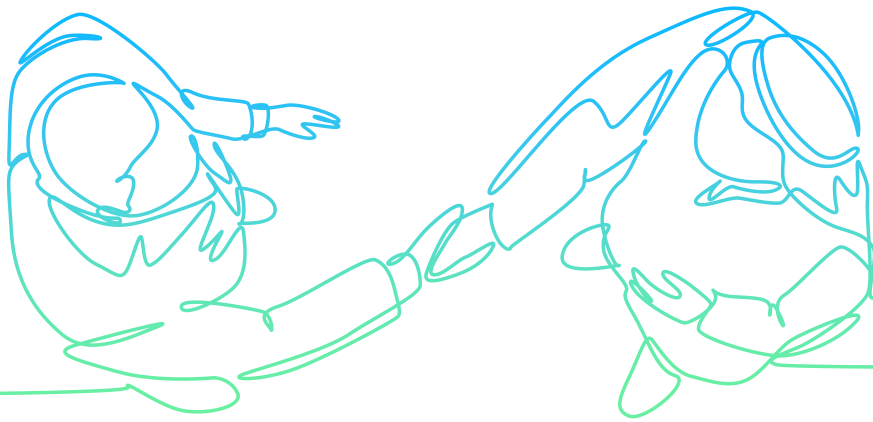


Customer Service Charter

Dubai



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1. Introduction

Headquartered in the UAE, Tasleem is the leading cooling services provider for residential, retail and commercial developments. Our capabilities include the establishment and ongoing management of end user metering and billing solutions.

Tasleem Metering and Payment Collection – Sole Proprietorship L.L.C (Tasleem) holds a Permit for Billing Services.

This document is applicable to above-mentioned Permit Holder.

2. Purpose

This specification document will set out the Permit Holder's commitments to customers in line with the Regulatory and Supervisory Bureau for the electricity and water sector (RSB) for the Emirate of Dubai.

3. Responsibility for Implementation

Tasleem is responsible for the implementation of the Customer Charter and complying with the DC Regulations.

4. Consultation

This document is being developed in consultation with the Regulatory and Supervisory Bureau for the electricity and water sector (RSB).

5. Amendments

The procedures in this document may be amended by the RSB, which reserves the right to update those regulations from time-to-time subject to the approval of the Dubai Supreme Council of Energy (DSCE).

6. Definitions and Terminology

Term	Definition
Billing Services	The activity of installing meters and billing and collecting the District Cooling Service charges based on the quantities supplied to a Customer. Billing Services may be provided directly by a Service Provider or by a Billing Agent.
Committee	Means a committee organised by the DSCE with the purpose of settling disputes that have not been resolved between the Permit Holder and the Customer or between Permit Holders as the case may be.
Complaint	Dissatisfaction about a particular matter.
CRM (Customer Relationship Management)	A system for managing all the company's relationships and interactions with existing and potential customers.
Customer	The beneficiary of a District Cooling Service with whom the relevant service contract is concluded.
Customer Service Charter	A document prepared by a Permit Holder in accordance with these regulations, which sets out the Permit Holder's commitments to its Customers, including the levels of service it is expected to deliver.
District Cooling Services	The activity related to generating, distributing, selling, or billing Cooling Energy.
Emirate	The Emirate of Dubai.
End-user Customer	Owner or occupier of a residential unit.
ISO (International Organization for Standardisation)	A worldwide federation of national standards bodies.
KPIs	Key Performance Indicators.
RSB	The Regulatory and Supervisory Bureau for the electricity and water sector.

7. Confidentiality

All data collected will be used only to resolve requests, queries or complaints. Tasleem will protect information and data relating to its customers and will prevent information and data from being used improperly.

8. Ease of Access

End-user customers will have the ability to log their complaints by calling **800 TASLEEM (8275336)**, emailing customerservice@tasleem.ae, or logging in our website (www.tasleem.ae).

9. Recording Customer Contacts

All interactions and communications with customers are logged in the Customer Relationship Management (CRM) system, which is used to manage customer enquiries and complaints, to ensure they are closed out in an efficient manner.

10. Responsiveness

Customer complaints are acknowledged and responded to fairly, reasonably and in a timely manner. Our customers are kept informed about the progress of their complaint, and advised about the outcome reached, reasons for the company's decision and any review options available. All customer complaints are recorded and tracked, and the timeframes for resolution are monitored.

11. Accountability

Accountability is made clear through the KPIs, policy, procedures, and associated training.

12. Customer Focused Approach

Tasleem has a strong commitment to address any issues raised within a reasonable timeframe. All customers have a right to complain and our proactive approach is to seek and receive feedback. Any Customer who has made a complaint will be treated with respect, and we strive to resolve complaints efficiently, at all times the goal being customer satisfaction.

13. Continuous Improvement

Tasleem acknowledges that responding to, and learning from, complaints is essential for the continuous improvement of service delivery and customer relations, and monitors complaints on a daily basis.

Periodic internal reports provide a full analysis of complaints received and are reviewed to ensure improvements are made in the services provided to our customers.

Additionally, Tasleem conducts internal and external audits to ensure the company maintains the highest possible standards in customer service. We also solicit customer feedback via satisfaction surveys.

14. Charges

There are no charges levied on handling complaints.

15. Complaints Handling Process

15.1 Lodging a Complaint

End-user Customers can lodge complaints by calling **800 TASLEEM (8275336)**, emailing customerservice@tasleem.ae, or visiting the Tasleem website: www.tasleem.ae.

The complaint can be assigned, tracked, and monitored by the Customer Service team leads. When a call type is selected in the billing system, the operator has the option to list the complaint. All complaint types are included in the complaint reports.

15.2 Receipt and Acknowledgment of Complaint

Customers will receive an acknowledgment receipt of their complaint via either a phone call or an e-mail. This acknowledgement is made on the day the complaint is lodged, provided it is a business day, or the following business day if the complaint was made during the weekend or on a public holiday.

15.3 Complaint Types, Definitions and Examples

Dealing with complaints has been paired with seven complaint types to help Customer Service quickly identify the customer's needs. Complaint types are listed below:

Complaint type	Definition	Examples
Billing complaint	This complaint treatment has been paired with all the complaints about the billing accuracy, the meter health, the bill collections and allocations of invoice payments.	<ul style="list-style-type: none">Complaints about payments allocation.Customer complains about bank transfer allocations.Customer complains about high bills or fees.
Procedure Complaint	This complaint treatment has been paired with all the complaints about the procedure related to complaints.	<ul style="list-style-type: none">Customer called to complain about the procedure for handling complaints.Customer called to complain about the documentation required for clearance

Complaint type	Definition	Examples
Delay in providing new service	This complaint treatment has been paired with all the complaints about the delays in providing new service including activation.	<ul style="list-style-type: none"> Customer complains about delays in the reconnection process.
Employee complaint	This complaint treatment has been paired with all the complaints in relation to any company employee related to customer services.	<ul style="list-style-type: none"> Customer complains about the employee attitude.
E-service complaint	This complaint treatment has been paired with all the complaints about the online services for customers.	<ul style="list-style-type: none"> Auto pay amount was deducted twice. Delays in allocating the payment in the system. Unsuccessful online payment
Service Quality Complaint	This complaint treatment has been paired with all the complaints about the cooling services' quality.	<ul style="list-style-type: none"> Customer complains about no cooling in the whole unit.
Contractor complaint	This complaint treatment has been paired with all the complaints about the third-party contractors.	<ul style="list-style-type: none"> Customer complains about the work completed by the contractor.

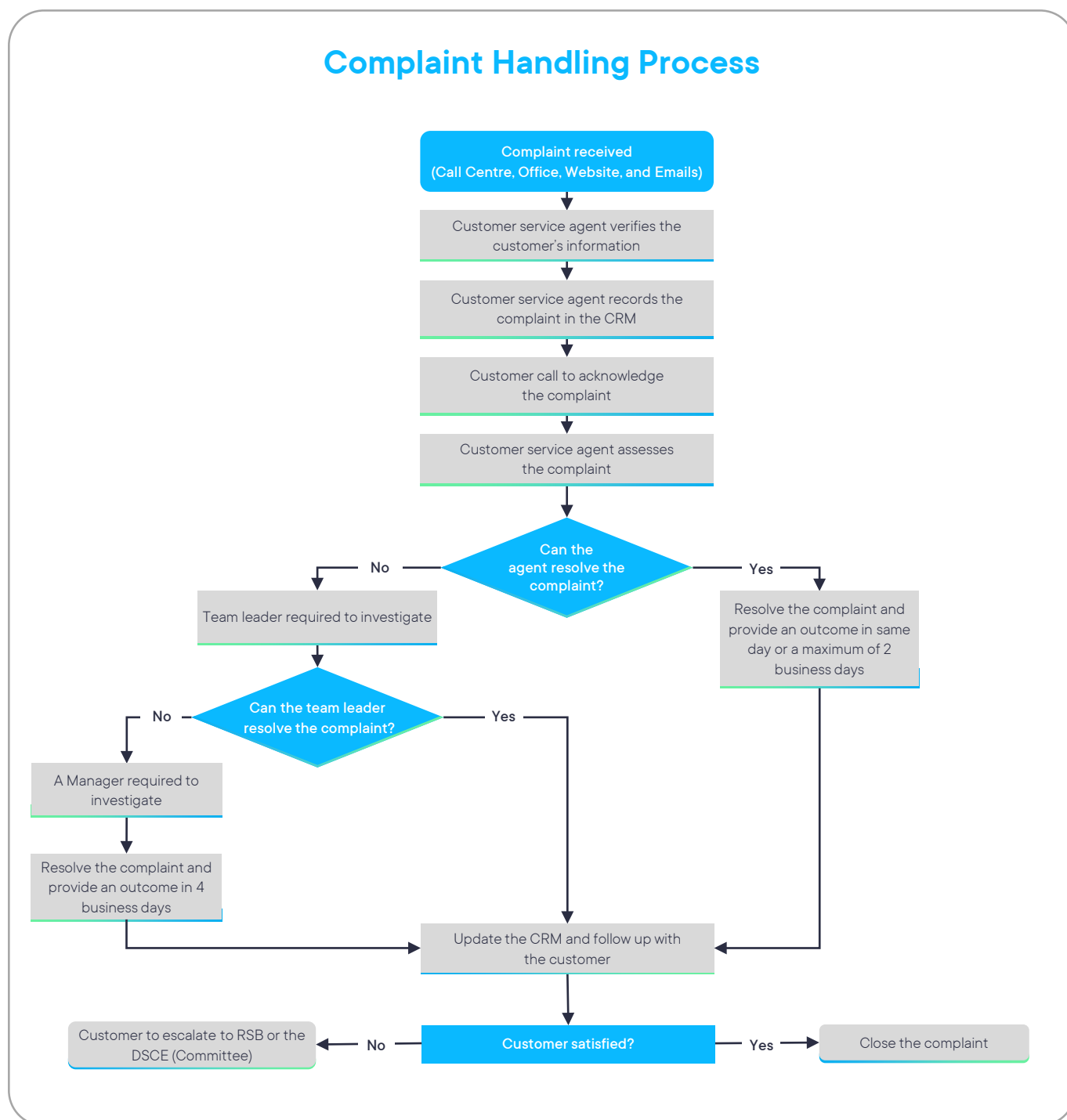
15.4 Complaints Response Escalation

The Customer Service department will manage and respond to all of customer complaints, following a response escalation process:

- The first responder to the complaint will be the Customer Service Agent
- The second responder, and only if required, will be the Customer Service Team Lead
- A Team Lead can further escalate to the Customer Service Manager

15.5 Complaints Handling Process

The below flowchart provides a simple illustration of the complaint handling process



15.6 Accessibility to the Complaint

End-user Customers can request copies of their complaint log by emailing customerservice@tasleem.ae or calling **800 TASLEEM (8275336)** during normal business hours.

16. Key Performance Indicators

The following KPIs are measured to enable us to monitor the quality and performance of Customer Service:

1. **Grade of Service** – the percentage of calls answered within a specified service level.
2. **Average Wait Time/Speed to Answer** – the time is taken from when a customer selects to be placed through to an operator, to when an operator answers the call, and the average of all calls answered within 60 seconds.
3. **Abandonment** – when a customer selects to be placed through to an operator and then disconnects the call.
4. **First Call Resolution** – the percentage of queries that are resolved at the first point of contact. i.e. only a single call is required to resolve the query.
5. **Staff Availability** – the availability of staff in the offices during normal working hours.
6. **Complaints/Disputes Handling** – complaints and disputes to be resolved and logged correctly in CRM.
7. **Online Self Service (OSS)** – time taken to respond to a customer enquiry received via OSS.
8. **Quality Assurance** – Customer Service quality and feedback.

Our KPI service levels are listed below

Area	KPI	Service Level
Customer Service Call Centre	Grade of Service	80% of calls answered within 30 seconds Score 3 and 98% or more Score 5
Customer Service Call Centre	Average Wait Time/Speed to Answer	Average of all calls answered is less than or equal to 30 seconds Score 3 and less than 10 Seconds Score 5
Customer Service Call Centre	Abandonment	Less than or equal to 5% of all calls abandoned Score 3 and less than 1 % Score 5
Customer Service Call Centre/Office	First Call Resolution	85% of enquiries resolved at first point of contact Score 3, 90% Score 5
Customer Service Call Centre/Office	Staff Availability	100% rostering should cover Office times
Customer Service Call Centre/Office	Complaints Handling	100% closure
Customer Service Call Centre/Office	Dispute Handling	100% closure

Area	KPI	Service Level
Customer Service Call Centre	Online Self Service (OSS)	1. >=95% within 24 hours.
		2. 100% within 48 hours.
Customer Service Call Centre/Office	Quality Assurance	Monthly feedback is provided to each member of the Customer Service team based on randomly selected calls with the customers.

17. Dashboards and Reporting

The Permit Holder maintains appropriate reporting mechanisms, including the complaint start and end time, the type of complaint, the individuals who have worked on it, the call notes, and the outcome. A complaint dashboard shows all the received complaints and their status (open/closed) is monitored daily by the Customer Service department. The complaint dashboard can be reported to RSB upon request. Further, the Permit Holder will produce an annual report on its performance against expectations and its ambitions in terms of improvement over the coming year.

18. References

- ISO 10001:2018: Quality management — Customer satisfaction — Guidelines for codes of conduct for organisations.
- ISO 10002:2018: Quality management — Customer satisfaction — Guidelines for complaints handling in organisations.
- ISO 10003:2018: Quality management — Customer satisfaction — Guidelines for dispute resolution external to organisations.
- Executive Council Resolution No. (6) of 2021 Regulating the Provision of District Cooling Services in the Emirate of Dubai
- RD05: The Customer Service Charter