



برنامج الإمارات للخدمة الحكومية المتميزة  
Emirates Government Service Excellence Program



وزارة الموارد البشرية  
والتوظيف  
MINISTRY OF HUMAN RESOURCES  
& EMIRATISATION

# Customer Happiness Formula

Proud  
Employee

+

Dedicated  
Entity

+

Positive and  
Proactive  
Customer

=



We pledge you to make you happy



We work to make you happy



Help us to make you happy

## Customer Happiness

This Charter was based on partnership principle between the Ministry of Human Resources and Emiratisation and the esteemed customers. Therefore, I urge all parties to fulfill their duties promptly to reach a balanced happiness equation effectively.

HE Nasser Alhamli  
Minister of Human Resources  
& Emiratisation



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ask@mohre.gov.ae

@happyuae

#UAEHappy  
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Help us make you happy

1. Greet you with a smile
2. Make an excellent first impression
3. Be courteous and polite
4. Be a great listener
5. Be professional and helpful
6. Show empathy
7. Be positive
8. Be innovative in service provision
9. Go the extra mile
10. Deliver a wow experience

1. Provide a happy and a positive culture and environment
2. Simplify and speed up service delivery
3. Know the customer preferences and personalize the experience
4. Offer services at customer convenience
5. Provide fair and unbiased service
6. Delight the customer by going beyond expectations
7. Listen to the voice of the customer
8. Engage the customer to improve services
9. Continuously innovate (future service delivery)
10. Work with one-team spirit for customer happiness

1. Provide accurate and up-to-date information and documents
2. Offer constructive feedback and innovative and positive suggestions
3. Participate in service co-creation
4. Be our partner in shaping the future of services
5. Share your happy and positive experience



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