

Customer Happiness Charter

Driven by our commitment to fulfilling the UAE Government's promise for future-ready services and strengthening the trust of our partners; investors and entrepreneurs alike, this Charter reflects the core principles of proactivity, inclusivity, innovation, transparency, and happiness. It represents a renewed pledge to serve you with excellence and to ensure a seamless, clear, and distinguished investment journey at every stage.

Our Commitments to You

Aligned with the UAE Government Service Promise

We are committed to delivering a service experience built on trust, efficiency, competitiveness, proactivity, inclusivity, and happiness.

Digital-First Services

Our services are integrated, smart, and available around the clock through digital channels, with prompt support during official working hours.

Inclusive Access for All

We ensure that all customers; including People of Determination, Senior Citizens, and major investors, can access our services with ease.

Quality and Innovation

We continuously enhance and evolve our services through advanced technologies and innovative solutions.

Transparency and Data Protection

We deliver services with fairness and integrity while safeguarding your privacy according to the highest standards.

Accountability

If we fall short of any commitment outlined in this Charter, we will take immediate corrective action and follow up until your complete satisfaction.

Respectful and Welcoming Service

You will always be greeted with professionalism, courtesy, and a genuine desire to support your need..

Your Rights as Our Business Partners

- ✔ Easy access to this Charter through our website, smart application, and official communication channels.
- ✔ Fair and equal service without discrimination of any kind.
- ✔ The opportunity to contribute to service development through feedback, suggestions, and surveys.
- ✔ Transparency regarding our performance standards, including service quality, processing times, and customer satisfaction levels.
- ✔ The right to file a complaint or escalate concerns if service standards are not met.

Your Duties as Business Partners



Providing accurate and complete information and documents on time.



Using official channels to complete all transactions.



Treating our employees and partner representatives with respect.



Participating in initiatives and periodic surveys to support service enhancement.

We welcome all feedback and suggestions through



Our Website



Smart App



Call Center



Customer Service Center

For more details, you may visit the Services Guide available on our official website **(Complaints and Suggestions Guide)**, or refer to the copy available at the Customer Service Center.

Our Mission

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“We are dedicated to providing a safe, innovative, and happy investment environment. With transparency and proactivity at the core of our service, we work hand in hand with you to achieve shared success and support Ajman Vision 2030.”