



شركة العين للتوزيع  
Al Ain Distribution Company

**Customer Services Directorate  
Operating Procedure  
for**

**Customer Complaint Handling**

**OP.CS/CCD.01**

Effective Date : 30/05/2017

Procedure#: OP.CS/CCD.01

Issue : 2

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Approved by:

Managing Director



شركة العين للتوزيع  
Al Ain Distribution Company

## CUSTOMER COMPLAINTS HANDLING

Prepared by:

\_\_\_\_\_  
**Complaint Handling Management  
Representative**

Reviewed by:

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**Director, Customer Services Directorate**

Approved by:

\_\_\_\_\_  
**Managing Director**

Issued by:

\_\_\_\_\_  
**IMS Representative**

Effective Date:

**30 / 05 / 2017**



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## **1. PURPOSE**

### **1.1 THE COMPANY**

Al Ain Distribution Company (AADC) is a public joint stock company registered and incorporated in the United Arab Emirates under Law No. 2 of 1998 on 1 January 1999. AADC is a wholly owned subsidiary of Abu Dhabi Water and Electricity Authority (ADWEA)

AADC is the sole distributor of water and electricity in the Eastern Region of the Emirate of Abu Dhabi (Al Ain city and its surrounding rural areas). AADC functions include the ownership, operation and maintenance of the water and electricity distribution network assets, meter reading, customer care and billing.

### **1.2 THE CONTACT CENTRE DEPARTMENT**

In early 2005, AADC established the Contact Centre Department (CCD) within Customer Services Directorate (CSD) as a business unit solely dedicated to handle customers' complaints and inquiries. The CCD represents an innovative endeavour by AADC in Al Ain region, and symbolizes the customer-focused approach of the company. AADC has provided the CCD with an excellent infrastructure of building, offices and equipment. The CCD uses high-tech computer software and hardware and has adequate human resources which include department manager and supervisory positions. The key functions of CCD include:

- a. Handling customer complaints.
- b. Enhancing customer-focused environment.
- c. Analysing and evaluating complaints to improve customer service quality.
- d. Reviewing the effectiveness of the complaints handling procedure



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### **1.3 DOCUMENT PURPOSE**

1. Provides documentation, based on AADC IMS Manual, of AADC customers' complaints Handling Procedure.
2. Provides detailed instructions on how to handle customer complaints to ensure consistency in the way each complaint is handled.
3. Meets the RSB licensing condition No. 17 which requires AADC, ADDC and ADSSC to have a procedure for handling the customer's complaints.

### **2. SCOPE**

This Customer Complaints Handling Procedure (CCHP) applies to any complaint which falls within the responsibility of AADC and received by or passed to the CCD through the provided channels for lodging complaints.

Except for the cases where account verification is required e.g. abnormal bill complaints and Eservices complaints, lodging of a complaint is not restricted to registered AADC customers, and may include complaints from contractors, suppliers and general public.

The CCHP does not cover complaints made by AADC personnel as an expression of dissatisfaction or feeling of injustice related to work or working conditions.

#### **2.1 Communication plan**

To communicate to the customers and staff, AADC will follow GSEC Customer Communication and Awareness Manual - First Edition, 2016.



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### **3. DEFENITIONS/TERMINOLOGY**

#### **Complaint**

Any expression of dissatisfaction with an AADC service, procedure, employee, or quality of service made by AADC customer.

A complaint may fall under one of the following categories:

1. Interruption of service e.g.
  - Water supply interruption.
  - Power supply interruption.
2. Quality of supply e.g.
  - Voltage complaints.
  - Water discolouration, taste or odour.
3. Bills.
4. New connection.
5. Procedures.
6. Employees.
7. Contractors.
8. E-Services.

#### **Complainant**

Person, organization or their representative making a complaint.

#### **Customer**

Means the following:

- 1) Organisation or person who receives or wishes to receive the services of AADC.
- 2) Organisation or person likely to be affected by AADC services.
- 3) Organisation or person acting on behalf of 1 and 2 above.



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**Procedure**

A specified way to carry out an activity or a process.

**AADC Integrated MANAGEMENT System**

AADC integrated management system integrates all the requirements of ISO 9001:2008, ISO14001:2004, OHSAS18001:2007 as well as local and International laws & regulations into one complete framework, enabling AADC to work as a single unit with unified objectives. **AADC** Al Ain Distribution

Company

**ADWEA** Abu Dhabi Water and Electricity Authority

**Hermes** Software application that manages all the incoming and outgoing calls to the CCD

**CCD** Contact Centre Department

**CC&B** Customer Care and Billing is a software application that handles aspects related to customer information like service connections, meter readings and billing

**CCHP** Customer Complaints Handling Procedure

**GSEC** General Secretary of the Executive Council

**KPI** Key Performance Indicator



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- OPEX**                      Operation Expenditures Budget.
- RSB**                        Regulation and Supervision Bureau
- IMS**                        Integrated Management System
- HERMES QUALITY RECORDING TOOL**    Software application used to record and track calls.

#### **4. REFERENCES**

- a. Condition No. 17 of AADC license requirements.
- B. ISO 10002:2004 Quality Management- Customer Satisfaction- Guidelines for
  - i. Complaints Handling in Organizations.
- c. ISO 9001:2008 Quality Management System.
- d. AADC Integrated Management System Manual, Issue 1 Revision 1.
- e. Control of Documents IMS Procedure (IMS-P.GN.02).
- f. ADWEA Personnel Policy Manual Revision 10 (June 2009 edition).
- g. Abu Dhabi Government Complaints, Suggestions and Compliments Manual.

#### **5. RESPONSIBILITIES**

##### **5.1 TOP MANAGEMENT**

AADC Top Management shall be fully committed to ensure the following:

- a. That a CCHP and its objectives are established and implemented.
- b. Adequate resources for the effective implementation of the CCHP are available.
- c. Required information on customer complaints handling is well publicized and communicated internally to the staff and externally to interested people.





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- d. A Complaint Handling Management Representative is assigned.
- e. A mechanism for quick notification to the top management of complaints of serious nature is established.
- f. Awareness of CCHP and customer focused environment is promoted.
- g. Management Review for the CCHP is undertaken yearly and improvement made where necessary.

#### **5.2 COMPLAINT HANDLING MANAGEMENT REPRESENTATIVE**

AADC shall assign a Complaint Handling Management Representative who shall report to the Deputy Managing Director. The Complaint Handling Management Representative shall be a competent staff member from the CCD personnel and shall have the following authorities and responsibilities:

1. Establishing a process of monitoring, evaluation and reporting to AADC top management, with recommendation for improvement, on:
  - The performance of complaints handling.
  - The customer satisfaction related to complaints handling.
2. Maintaining effective and efficient operation of complaint handling process.
3. Acting as a central point of contact for the RSB in all issues related to regulatory requirements for customer complaints handling including performance reporting to the RSB.

#### **5.3 THE CONTACT CENTRE DEPARTMENT PERSONNEL**

All personnel at the CCD shall:

- a. Be trained in complaints handling.
- b. Comply with CCHP, or any other regulatory requirements.



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- c. Ensure courtesy and promptness and cooperation in interacting with complainants.
- d. Show good interpersonal and good communications skills.

#### **5.4 OTHER PERSONNEL INVOLVED IN CCHP**

Where applicable, the responsibilities and authority of managers and personnel outside the CCD involved in the customers' complaints handling procedure shall include:

- a. Liaison with Complaint Handling Management Representative.
- b. Reports on actions and decisions related to CCHP.
- c. Ensures that actions are taken to handle complaint relevant to their work, prevent reoccurrence complaint and record the action information.

#### **5.5 AMENDMENTS TO CUSTOMERS' COMPLAINTS HANDLING PROCEDURE**

All amendments to CCHP shall be prepared by the Complaint Handling Management Representative, reviewed by the IMS Steering Committee and approved by the Managing Director.



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**5.6 DISTRIBUTION OF CUSTOMERS' COMPLAINTS HANDLING PROCEDURE**

1. The IMS Representative shall control the distribution of the CCHP. Controlled
2. Copy of the CCHP shall be issued in accordance with 'Control of Documents Quality Procedure (IMS-P.GN.02) specified in AADC IMS Manual.
3. The CCD shall manage all changes to the CCHP and forward it to the IMS Representative for further processing.
4. IMS Representative shall distribute all amendments to the CCHP to all controlled copyholders, and retrieve the obsolete pages or copies.
5. Uncontrolled copies of the CCHP may be issued to other authorities on demand for reference purposes.

**6 PROCESS**

**6.1 GUIDING PRINCIPLES**

The principles mentioned below represent the guidelines for the CCHP to ensure that each complaint is dealt with in an efficient and effective manner.

**6.2 VISIBILITY**

Information about where customers can lodge their complaint, how a complaint can be made and the information to be produced to CCD when making a complaint shall be readily available in both Arabic and English languages to people interested through the following methods:

- a. Brochures on AADC website.
- b. Brochures on hardcopy available at any of AADC branches.
- c. Printed materials: *Customer Guide* available at any of AADC branches.
- d. At the back of the monthly water and electricity bill.



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### **6.3 WHERE AND HOW TO MAKE A COMPLAINT**

All complaints shall be submitted to the CCD of AADC. The complainants may submit their complaint verbally or in writing in Arabic or English. Complainants can use any of the following methods to lodge a complaint:

- a. Calling the 24 hour toll-free number 8009008.
- b. Faxing the complaint related documents to: +971 37118000
- c. AADC website: [www.aadc.ae](http://www.aadc.ae)
- d. AADC SmartApp.
- e. Mailing the complaint to:  
Al Ain Distribution Company  
Contact Centre Department,  
P.O.Box 1065, Al Ain - UAE.
- f. Visiting AADC headquarter or any of its branches.

### **6.4 REQUIRED INFORMATION WHEN MAKING A COMPLAINT**

- a. Complainant's name.
- b. Customer's account number (if applicable).
- c. Complainant preferred contact information (for example mobile phone number, landline number, email) and best times for contact.
- d. , The 10-digit number of the affected building.
- e. Complaint details.
- f. What resolution the complainant is seeking.

### **6.5 ACCESSIBILITY**

AADC recognizes the necessity to make the information on complaints handling procedure readily accessible to all its customers. This shall be evidenced as follows:



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- a. The key method for accessing complaint handling is through the 24 hour toll-free number which ensures easy and rapid lodging of the complaint.
- b. There is a diversity of methods to lodge the complaint as mentioned in item 7.2.
- c. All information related to making a complaint shall be prominently publicized and readily available to customers (item 7.1).
- d. The information on making a complaint shall be simple and easy to read and available in both Arabic and English languages.
- e. The complainant can lodge their complaint in either Arabic or English languages. The CCD personnel shall attend to complainant in the same language as the complaint is made.
- f. The complainant can have up-to-date information on the status of the complaint by calling the 24 hour toll-free **number8009008**.
- g. To make the CCHP available to customers with special needs, the following shall be made:
  - o Audio clip to be available on the AADC website which recites the CCHP brochure in Arabic and English.
  - o Video clip to be available on the AADC website which explains the CCHP brochure using sign language for people with hearing difficulties.

## **6.6 RESPONSIVENESS**

CCD shall respond to complaints in a timely manner in accordance with the following guides:

- Incoming calls are automatically directed to the call queue and auto answered by the available staff.



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- When a complaint is lodged at the CCD, acknowledgement of receipt for a complaint is advised to the complainant through the preferred contact channel of complainant.
- Complaints shall be prioritized and given a timeframe for resolution according to their urgency.
- All complainants shall be treated with courtesy and shall be informed of the progress of their complaints whenever they request it.

#### **6.7 OBJECTIVITY**

The CCHP is designed to treat each complaint in an unbiased and systematic manner.

To ensure objectivity, the following guides shall be adopted:

- a. Complaints are to be handled according to the CCHP.
- b. All available required information to resolve the complaint shall be collected.
- c. Complainant information shall be protected.
- d. The complainant shall be informed of the progress, activities and steps taken to resolve the complaint.
- e. Regular monitoring of the CCHP for consistency and objectivity in addition to surveying complainants shall be performed.

#### **6.8 CHARGES**

Lodging a complaint is free of charge. However, in cases where the customer doubts the accuracy of the water/power meter, and requests inspecting the meter, an amount of AED 50 is charged against the customer if the inspection proves that the meter is operating within allowable units. This charge shall be waived when the inspected meter is found faulty.



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### **6.9 CONFIDENTIALITY**

Personally identifiable information concerning a complaint, a complainant or an employee whom is being complained about shall be used for the purposes of addressing and resolving the complaint only. The CCHP safeguards the confidentiality of the information based on the following guides:

- a. All information related to complaints shall be considered confidential.
- b. Information will be disclosed on a need-to-know basis only.
- c. Based on ADWEA Personnel Policy Manual unauthorized disclosure of confidential information subjects an employee to severe disciplinary action.
- d. A confidentiality statement signed by all employees of the CCD shall be maintained.

### **6.10 CUSTOMER-FOCUSED APPROACH**

AADC customer-focused approach is evidenced by the following:

- a. The essence of AADC IMS Policy Statement is meeting or exceeding customers' expectations by continually improving the company's services.
- b. The establishment of the CCD with a basic function of handling all customers' inquiries and complaints.
- c. The development, implementation and publicizing of CCHP brochure.
- d. AADC License Condition No. 17 requires development of a complaint handling procedure.
- e. AADC abides by the RSB regulations. The RSB has the power to establish and monitor technical performance, safety and customer standards.



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**6.11 ACCOUNTABILITY**

AADC shall ensure that accountability culture towards handling of complaints is well established by implementing the following actions:

- a. The CCHP shall be approved by AADC Managing Director.
- b. The CCHP shall be approved by the RSB prior to implementation.
- c. Any revision to the CCHP shall only be within the approval of the RSB.
- d. CCD shall establish and monitor KPIs for the CCHP.
- e. Regular reporting and review of the performance of the CCHP shall be made.  
Please refer to clause 10.4.5.
- f. Responsibility and accountability of all employees at the CCD shall be well defined.
- g. Regular internal and external audit on the CCHP shall be performed.

**6.12 CONTINUAL IMPROVEMENT**

AADC shall foster continual improvement to CCHP by implementing the following:

- a. Perform a customer satisfaction survey twice a year to assess the satisfaction with complaints handling.
- b. Report to the RSB as required.
- c. Internal and external auditing on CCHP.
- d. Explore, identify and apply best practices in complaints handling.
- e. Foster a customer-focused approach within AADC.

**6.13** Reward and recognize quality customer services behaviour and innovation which raises customer satisfaction and reduces customer dissatisfaction. **COMPLAINTS - HANDLING FRAMEWORK**

**6.13.1 COMMITMENT**





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AADC has genuine interest in seeing complaints satisfactorily resolved. AADC commitment towards complaints handling is implied in the following practices:

- a. The establishment of CCD with key function of handling customers' complaints.
- b. The provision of adequate resources for the CCD which include department manager, human resources, equipment, software, etc.
- c. Training for CCD employees to deal with complaint is provided.
- d. The establishment of a mechanism for rapid and effective notification to AADC senior management of any complaints that have a significant impact on AADC.

### **6.13.2 POLICY**

#### **6.13.2.1 PURPOSE**

The purpose of this document is to provide guidelines and instructions to handle AADC customers' complaints.

#### **6.13.2.2 POLICY STATEMENT**

"At AADC we are committed to:

- Establishing and maintaining an accessible, fair and effective customer complaints handling procedure.
- Ensuring that all possible efforts are made to deal with customer complaints promptly, effectively and objectively.
- Using customer complaints, where possible, to improving our services.
- Ensuring that this policy conforms to the Regulation and Supervision Bureau requirements and any other relevant regulatory or statutory requirements."

### **6.14 PLANNING AND DESIGN**



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**6.14.1 POLICY OBJECTIVES**

- a. Provide an efficient, fair, clear and accessible framework for handling customer complaints.
- b. Respond to complaints in a timely and efficient manner.
- c. Improve performance through the collection and analysis of complaints data.

**6.14.2 RESOURCES**

AADC shall provide adequate resources to CCD with sufficient levels of delegated authority to ensure that complaints received are handled in a timely and effective manner. Provision of resources is demonstrated in the following:

- a. Establishment of CCD in 2005.
- b. The CCD is provided with suitable and adequate building, offices, equipment, computer software and hardware.
- c. CCD is provided with adequate human resources to undertake its functions. CCD staff includes personnel directly hired by AADC or outsourced staff provided by external company.
- d. Training for CCD personnel shall be provided according to the following:
  1. Annual training plan shall be established for all CCD employees.
  2. New employees shall be provided with orientation on the procedures used within CCD.
  3. Ad hoc training provided on a need basis.
  4. Where possible, on job training will be offered to CCD personnel.
- e. The CCD shall request resources necessary for operating the department through the annual operating budget (OPEX) of the CSD.

**6.15 OPERATION OF COMPLAINTS-HANDLING PROCESS**



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The CCD shall handle the complaints in accordance with stages described below and flowcharted in Figure No.1

### **6.15.1 LODGING OF COMPLAINTS**

A complainant has the option to lodge a complaint through any of the following channels:

- a. Toll free number 8009008.
- b. AADC website. (web form)
- c. Fax.
- d. Post.
- e. Walk in.
- f. AADC SmartApp.
- g. Abu Dhabi Government CRM.
- h. Media.

A complaint form shall be made available in hardcopy for people wishing to lodge their complaints by walk in at AADC Headquarter or any of its branches. The form shall also be available in digital format on AADC website for people wishing to lodge their complaint through web form, fax or by post. However, using a complaint form is not mandatory. The CCD shall accept a complaint in any format provided that the required information is available.

AADC handles the complaints received from Abu Dhabi Government Contact Centre through Shared Government Customer Relationship Management program (SGCRM) which is Oracle Siebel CRM application this application is used by Abu Dhabi Government Contact Centre to register all cases received through the toll free number 800555. The case is assigned to the relevant governmental entity through the application. Access to this application is provided to nominated staff at AADC.



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Basically, when a case is assigned to AADC, the user will accept the case and handle it similar to cases received from other channels. However, the outcome is registered in the SGRM and closing of the case is done from Abu Dhabi Government Contact Centre.

Cases received from the Media e.g. Press, Radio, Social Media are received at AADC media office and passed to the Contact Centre. The case will be processed and outcomes are sent back to AADC Media Office.

Complaints received through the RSB are communicated to the contact centre via email, they are processed following the relevant route and feedback is communicated to the RSB by email.

#### **6.15.2 RETENTION OF COMPLAINT DATA**

The toll free number 8009008 is the basic channel for receiving the complaints. All received calls shall be recorded and made immediately accessible at the Contact Centre for duration of 6 months. Older records are archived by the Contractor and provided upon request. 20 years Retention period is set for data received through the RightFax.



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**RECEIPT AND ACKNOWLEDGEMENT OF COMPLAINT**

Once a complaint is received at the CCD, the following tasks shall be performed:

**6.15.3 Record required information.**

The CCD shall enter the required information to deal with the complaint in the CC&B system which can also hold the information for customers applied for the services but not yet received it.



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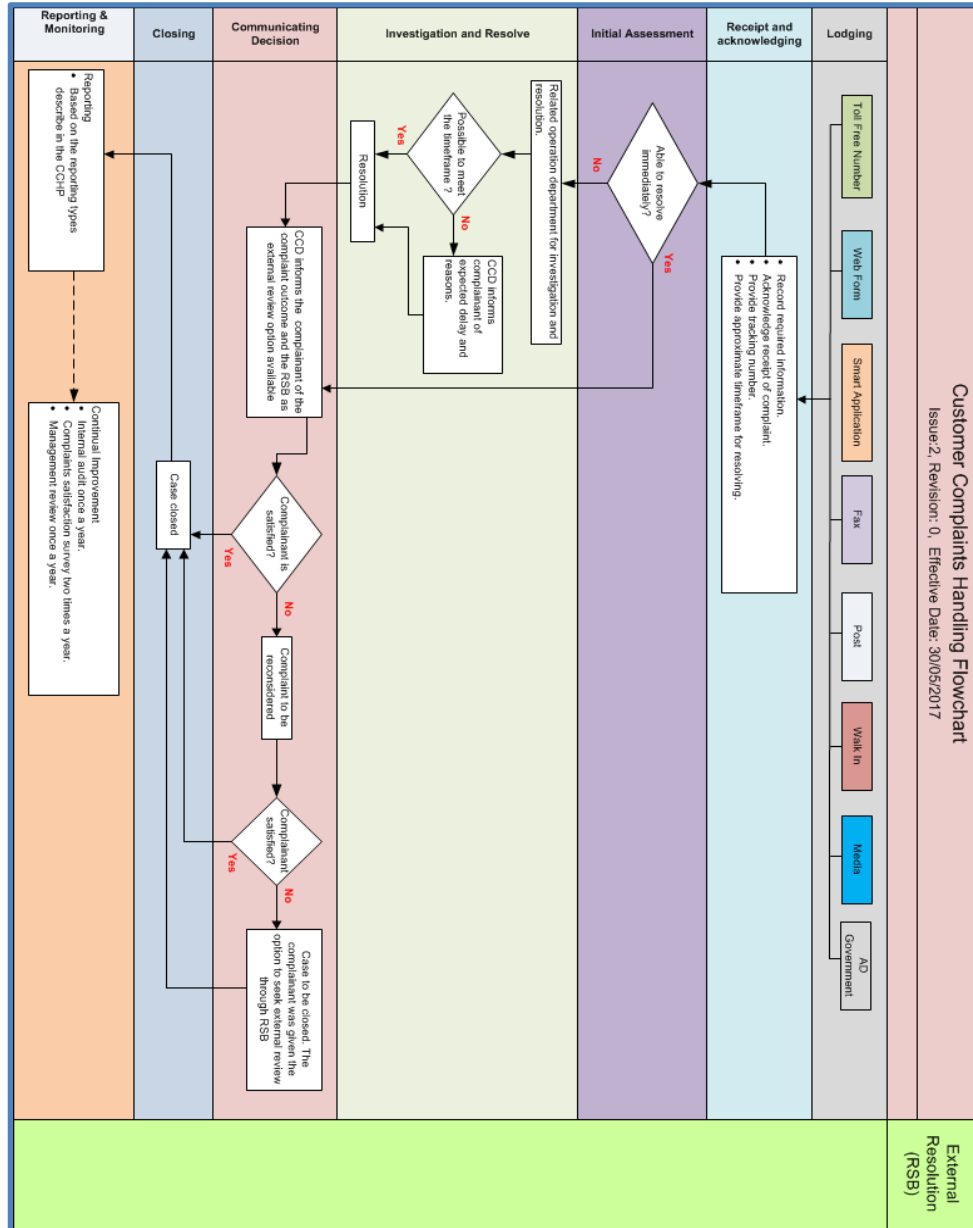
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**FC.CSD.CCD.01-01**



**6.15.4 Acknowledge receipt of complaint.**

Acknowledgment of complaints shall be in accordance with the KPIs defined in Table No.1 below. In cases where the complainant prefers other way for contact than the standard acknowledgement channel mentioned, the acknowledgement shall be advised through that specified way. Where acknowledgment is to be made through



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mail, AADC shall post acknowledgment of the complaint to the customer within 48 hours from the time the complaint is received in the CCD.

**Table No. 1 Complaint Acknowledgement KPI**

Lodging channel	Acknowledgement KPI	Standard Acknowledgement Channel
Toll Free Number	2 hours	SMS
Fax	2 hours	SMS
Web form	2 hours	Web form
Mail	2 hours	-
Walk In	Immediate	-
AADC SmartApp	2 hours	SMS

**6.15.5 Provide tracking number.**

Each complaint shall be given a unique identification number which shall be advised to the complainant when the complaint is acknowledged.

**6.15.6 Provide approximate timeframe for resolving the complaint.**

The complainant shall be given approximate timeframe within which the complaint is expected to be resolved. The time provided shall be within the maximum timeframe allocated for each type of complaint as described in the table No. 2 below:



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**Table No. 2 - Complaints Classification and KPIs**

No.	Complaint Description	Specialized /General	Importance	Complexity	KPI	Target
1	partial disconnection	Specialized	Medium	Routine	1 day	90%
2	electricity quality - fluctuation in voltage	Specialized	Medium	Routine	1 day	90%
3	electricity quality - increase in voltage	Specialized	Medium	Routine	1 day	90%
4	short circuit	Specialized	Medium	Routine	1 day	90%
5	fire	Specialized	High	Critical	1 day	90%
6	complete disconnection	Specialized	High	Routine	1 day	90%
7	stolen assets (e.g. cables/OHL)	Specialized	High	Complex	15 days	90%
8	electricity quality - decrease in voltage	Specialized	Medium	Complex	1 month	90%
9	Water Quality - Colour	Specialized	High	Complex	5 days	80%
10	Water Quality - Particles	Specialized	High	Complex	5 days	80%
11	Water Quality - Taste	Specialized	High	Complex	5 days	80%
12	Water Quality - Odour	Specialized	High	Complex	5 days	80%
13	No Water	Specialized	High	Routine	1 day	80%
14	Weak Water	Specialized	Medium	Critical	2 days	80%
15	E-services	Specialized	Medium	Complex	15 days	80%
16	Contractors	Specialized	Medium	Complex	1 month	80%
17	Delay in providing new services	Specialized	Medium	Complex	1 month	80%
18	Procedures	General	Medium	Complex	15 days	80%
19	Employees	General	Medium	Complex	15 days	80%
20	Bills Complaints	Specialized	Medium	Critical	15 days	80%





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**Table No. 3 - Incidents Classification and KPIs**

No.	Incident	KPI	Target
1	Water Leakage	2 working days	80%
2	Incomplete site work	2 working days to 1 working week	80%
3	Close Valve	1 working day	80%
4	Open Valve	2 working day	80%
5	Overflow	3 working day	80%
6	Open Water/Electricity manhole	2 working days to 1 working week	80%
7	Complete disconnection - traffic lights	6 hours to 1 day	90%
8	Water near electricity assets	2 working days	90%
9	Electricity pole fallen down	1 working day	90%
10	Service cabinet/substation door open/broken	6 hours	90%
11	No/damaged substation fence	45 working days or more	90%
12	OHL is near to the ground	2 working days	90%
13	Civil work not completed e.g. Excavations	10 working days	90%
14	Cable/equipment/pole damaged - accident	1 working day	90%
15	Sound is heard from the substation	1 working day	90%
16	Animal existing inside a substation	1 working day	90%
17	Writings on a substation wall	15 working days	90%
18	Electrical wire/cable exposed	15 working days	90%
19	Alarm is heard from the substation	1 working day	90%
20	Incomplete site work	2 working days	90%
21	Open Electricity manhole	2 working days to 1 working week	90%



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### **6.16 INITIAL ASSESSMENT OF COMPLAINT**

The initial assessment of the complaint includes determining the complaint category and the priority of the complaint based on the guides in table No. 1. In the initial assessment stage, it should be decided whether the complaint can be resolved immediately or not, for example disposing of the complaint if it is found frivolous, vexatious or outside of AADC's control. When it is not possible to resolve the complaint immediately, the proposed action that will be taken shall be clearly explained to the complainant.

The CCD shall observe the following guides:

- Listen attentively.
- Show empathy and courteousness.
- Determine what the complainant wants.

### **6.17 INVESTIGATION AND RESPONSE TO COMPLAINT**

After completing the initial assessment and depending on the type of the complaint, the CCD shall refer the complaint to the relevant AADC department. The CCD shall closely monitor the timeframe and progress on the complaint and shall maintain full coordination with the relevant department to ensure that the complaint resolution is effective and timely. The CCD shall update the complainant on the status of the complaint and advise the complainant of any possible delay in resolving the complaint.

### **6.18 COMMUNICATING THE DECISION AND CLOSING THE COMPLAINT**

Once a complaint is resolved or a decision about the complaint has been made, the CCD shall communicate the outcome to the complainant. At the same time, the complainant shall be also informed of the RSB as an external option for review. If the



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complainant is satisfied with the outcome, the case shall be closed. If the complainant does not accept the decision or the resolution made to the complaint, the CCD shall reconsider the case and keep the complainant updated of the progress. If the complainant still does not accept the decision reached after the reconsideration of the complaint, the CCD shall close the case with a note that the complainant is unsatisfied and was given an option of external review through the RSB.

However, the CCD may not communicate the resolution decision to each and every customer where there is a major fault in the water or electricity networks which affects more than one customer. In complaints and incidents related to water and electricity services, CCD can use the SMS to communicate the result to the customers.

At the closing stage of the complaints against Bill, procedures, employees, E-services, and Contractors, the customer satisfaction with the result shall be measured and registered in the CC&B.

#### **6.19 COMPLAINT ESCALATION**

In instances where the customer is not satisfied by the complaint resolution, the complaint shall be reconsidered again and resolution to be communicated to the customer. If the customer is still not satisfied, the complainant to be provided with the RSB as an external party for complaint escalation, and the complaint to be closed from AADC side. Escalated cases received from the RSB will be logged in the CC&B in a separate case. This will enable reporting any escalated complaints sent to AADC from the RSB.

Escalation Matrix:



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6.19.1 RSB to confirm a valid complaint ID is already registered and provided by the customer prior to sending the complaint appeal to AADC.

6.19.2 RSB to review the details concerning any received appeal cases, in case of any further clarification/information is required, an email would be sent to an agreed email group at AADC.

6.19.3 AADC within 3 working days to provide the required information and send an update to RSB.

6.19.4 RSB to review and evaluate the provided information. In case of any further information is required; communicate the same to AADC. Within 5 working days AADC to provide an update to RSB provided that the further information doesn't require a time framed action from AADC.

6.19.5 Once the case is evaluated, RSB to send the final review decision to AADC.

6.19.6 AADC to confirm back the implementation possibility and confirm possible action to be taken complying with RSB decision. The RSB to communicate the agreed decision to the customer and advice AADC to close the case.



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**6.20 MAINTENANCE AND IMPROVEMENT**

**6.20.1 COLLECTION OF INFORMATION**

The CCD shall ensure that all complaints information is stored properly and can be readily retrieved whenever the need arises. As the toll free number is the major channel for receiving complaints, The CCD shall uses a system that records all calls received in or going out from the CCD. Currently the HERMES QUALITY TOOL records all complaints calls while the CC&B system is used to store all complaint information whether a complaint is lodged through telephone or any other means for lodging complaints. The CCD shall ensure that storing of complaint information is done whether the complainant is an existing AADC customer or not. In cases where it is not possible to store complaints information in the system used at CCD, alternative way for storing and tracking complaints information shall be applied. The CCD shall ensure that a backup is maintained for all recorded complaints information.

**6.21.2 ANALYSIS AND EVALUATION OF COMPLAINTS**

The complaint data collected at the CCD shall be used for providing statistics, analysis, monitoring and reporting on complaints handling. The data shall assist in the identification of improvement initiatives and shall provide input for the management review of the complaint handling.

Complaints statistics which include KPIs status are to be reported, reviewed and assessed on a monthly basis on the Contact Centre Department level.

**6.21.3 SATISFACTION WITH THE COMPLAINTS-HANDLING PROCESS**

The CCD shall perform a survey to assess the degree of customers' satisfaction with the complaints handling. The customer satisfaction survey shall be made **twice** a year.



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Determination of the sample size shall be based on a statistical procedure with a confidence level\* not lower than 85%.

### **6.20.2 MONITORING OF THE COMPLAINTS-HANDLING PROCESS**

The CCD and Complaints Handling Management Representative shall ensure that continuous and regular monitoring of CCHP performance is undertaken and that the required resources for the CCD are obtained and maintained.

#### **6.20.2.1 Performance Monitoring**

CCD shall review and report on the CCHP performance once year. Options for monitoring performance to be used are:

- a. Time taken to resolve a complaint.
- b. Degree of complainants' satisfaction.
- c. Recurrence of the complaints.
- d. Blockages in complaints handling process or within particular department.
- e. The effectiveness and efficiency of complaints-handling training.
- f. Frequency of complaints-handling audit or management review.
- g. Time taken to implement recommendations from complaints-handling audits or management review.

#### **6.20.2.2 Data Monitoring**

The data related to complaints handling provides useful indicator of the CCHP performance. The Complaints Handling Management Representative shall perform data monitoring regularly. Possible types of data to be monitored are given below:

- a. Number and classes of complaints received.
- b. Number and classes of complaints resolved within the defined timeframe.



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- c. Number and classes of complaints resolved beyond the defined timeframe.
- d. Improvement in the services made as a result of complaints.
- a. Statistics of complainants' satisfaction with complaint handling.

**6.20.2.3 CCD Resources Monitoring**

The CCD shall regularly monitor the adequacy of the resources required at the CCD e.g. software, hardware or human resources to ensure that adequate and efficient resources for CCD operating is always available to handle complaints in an efficient and timely manner.

**6.21 Auditing of the complaints-handling process**

The complaints handling process shall be audited internally at least once a year to assess its conformity to the guides set out in this document and to assess the ability of CCD to achieve the policy objectives. The internal audit shall be performed in accordance with AADC IMS Manual. Planning and conducting the internal audit shall be administered in coordination with AADC IMS representative. The CCD shall also ensure that an external audit is made at least once a year on the complaints handling process.



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## 6.22 Reporting on Customer Complaint Handling Procedure

The reporting on customer complaints handling procedures is the responsibility of the Contact Centre Department and shall follow the below table:

**Table No. 4 – Reporting Frequency and Format**

Frequency	Recipient	Format/Template
Monthly	AADC Departments	Follows AADC monthly report.
Monthly	The RSB	In accordance with RSB requirements and template, as notified to DISCOs
Quarterly	GSEC/ RSB-for Complaint Manual	See Appendix
Quarterly/Biannual	GSEC - for Abu Dhabi Government Contact Centre Cases	Follows GSEC report format
Annually	AADC Higher Management	Follows AADC annual report.

## 6.23 Management review of the complaints-handling process

The IMS Steering Committee shall review the CCHP yearly to perform the following:

- Ensure CCHP continuing suitability, adequacy, efficiency and effectiveness.
- Identify and correct processes and service deficiencies.
- Assess opportunities for improvement and the need for changes to CCHP processes or objectives.

The input to Management Review shall include information on:

- Internal factors such as changes in the policy, objectives, organisational structure, resources available, technology changes and products offered or provided.
- External factors such as changes in legislation, competitive practices or technological innovations.





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- c. The overall performance of the complaints handling process, including customer satisfaction surveys and the results of the monitoring activities.
- d. The results of audits.
- e. Follow up actions from previous Management Reviews.
- f. Recommendations for improvement.

The output from the Management Review shall include:

- a. Decisions and actions related to improvement of the CCHP.
- b. Decisions and actions related to identified resource needs.



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**7. ANNEXES**

7.1 Customer Services Directorate Organisation Chart - high level

7.2 RSB Monthly Report Format

7.3 GSEC Quarterly Report Format