



هيئة أبوظبي للسياحة
ABU DHABI TOURISM AUTHORITY

Customer Service Charter



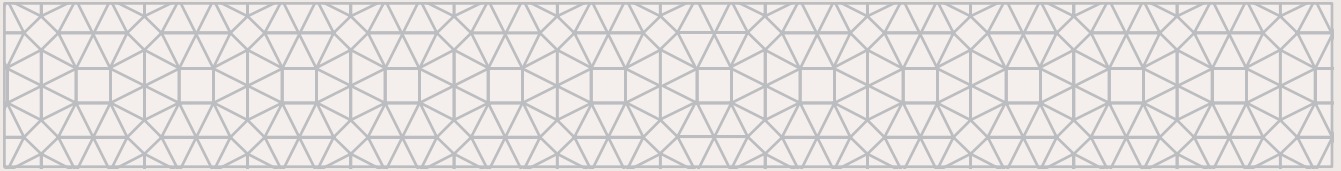
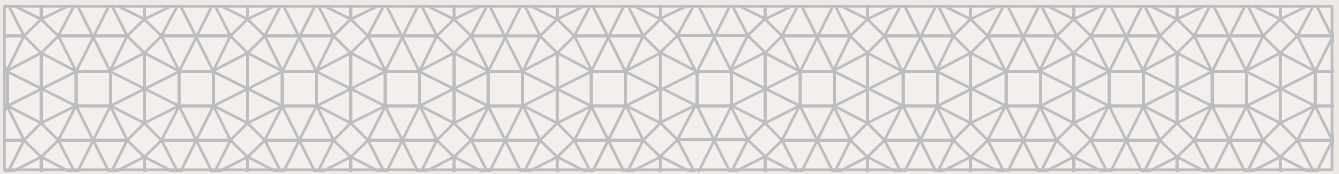


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About the ADTA Customer Service Charter:

This charter sets out the service standards that our customers can expect while interacting with ADTA through any of its service delivery channels (face-to-face, telephone & written correspondence) and its commitment towards its stakeholders.

The charter tells you the standard of service you can expect from ADTA and what to do if you are not satisfied with the service received. It also tells you about your responsibilities as an ADTA customer. The charter highlights the services provided by ADTA and how to contact us information or to raise concerns and complaints.

This charter has been developed with input from customers, policy departments, community representatives and ADTA employees.

The charter will be reviewed periodically, and our performance in upholding the customer service standards outlined within will be appraised annually via surveys among customers, ADTA directors and all employees.

Who we are?

Born out of an Abu Dhabi Government desire for economic diversification away from its hydrocarbon mainstay and long-term economic sustainability, Abu Dhabi Tourism Authority (ADTA) was established in September 2004.

ADTA is the statutory body with wide ranging responsibilities for managing the tourism industry within the emirate and the promotion and development of the destination.

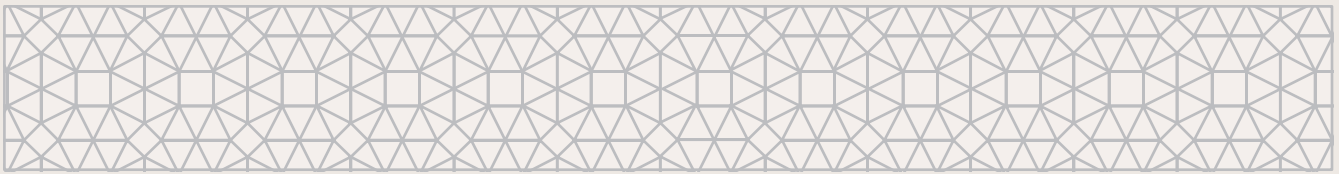
ADTA continues to advance a growing portfolio of annual events aimed at enriching the lives of visitors and residents alike and delivering heightened destination awareness. These include:- the Al Ain Aerobatics Show; the European Tour PGA-backed Abu Dhabi Golf Championship; Gourmet Abu Dhabi; Abu Dhabi International Triathlon; Abu Dhabi Desert Challenge; Summer in Abu Dhabi and Abu Dhabi Adventure Challenge. The authority is also headline sponsor of the Abu Dhabi Yacht Show and the Abu Dhabi Red Bull Air Race.

Our Vision:

“To be a leading tourism authority that positions Abu Dhabi emirate as an outstanding, globally recognised, sustainable tourism destination, while enriching the lives of the Abu Dhabi community and visitors alike”

Our Mission:

“To drive and support the development and promotion of tourism in Abu Dhabi efficiently, effectively, and transparently, in partnership with all our stakeholders while ensuring the highest quality standards”



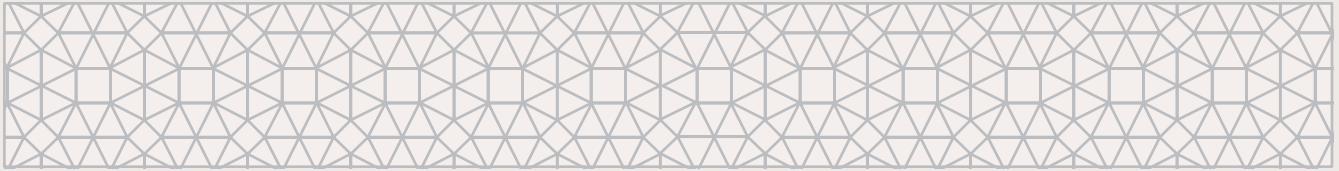
Our Values

Respect:	We will behave in a manner in which each entity, partner, and individual is equally valued and heard and is fairly treated
Pro-active:	We will anticipate our customers' and business needs and pro-actively act upon them with high levels of initiative
Excellence with Integrity:	We will continuously strive to distinguish ourselves by delivering high quality results, while applying the highest legal, ethical and moral standards to our work and behaviour
Leadership:	We will strive to be a leading public institution in service delivery to all constituents and stakeholders while fostering visionary leaders
Teamwork:	We value teamwork highly and will strive to support our shared goals, openly co-operate and communicate our knowledge, and share our expertise and information both internally and externally
Innovation:	We encourage innovation to provide solutions which will help us achieve better and faster results
Customer Focus:	We will offer our services with courtesy, respect and dedication while remaining focused on our customer needs
Transparency:	We will ensure the highest level of transparency in our internal and external interactions by behaving, at all times, with fairness and openness

Who are our customers?

ADTA provides services to the following customers:

- Visitors (Tourists)
- Business tourists, foreign organisations and delegations
- Abu Dhabi citizens
- Abu Dhabi residents
- Abu Dhabi 's hospitality & tourism industry



Our Services:

ADTA's activities include destination marketing; infrastructure and product development and regulation, training and classification.

We provide the following services:

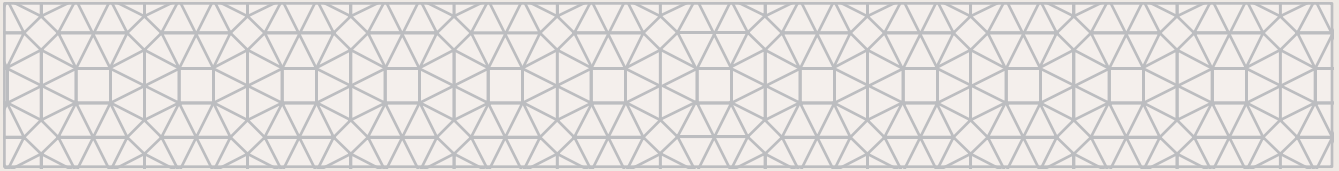
- Information about Abu Dhabi emirate
- Industry licensing
- Industry training and development

Standards you can expect:

- Honesty in all our dealings with each other and our stakeholders.
- Truthfulness and fairness in all our communications with our customers.
- To be treated fairly without any discrimination.
- Us to demonstrate integrity and accountability.
- Friendly and courteous services and sensitivity to your needs.
- Prompt response to your letters, phone calls and visits.
- To be provided with clear details of the products/services you are interested in.
- All product and services information and their pricing details to be communicated in a genuine fashion.
- All customer information and documentation collected through our online portals and through all other transactions to be treated as confidential and to be secured at all times.
- Us to regularly collect your feedback and measure your satisfaction to improve the products and services offered.
- All customer facing employees to have regular customer service training to better service your needs.
- That our knowledge of our products and services to be continually updated through our customer education programme.
- ADTA to adhere to its customer service standards at all times.
- Us to receive your enquiries in both English & Arabic.

Our Staff will:

- Treat you professionally and politely
- Be knowledgeable enough to assist you with your enquiries
- All be customer service trained
- Be available at reasonable times
- Respond to your phone and email communication in a reasonable timeframe
- Represent ADTA's professional image
- Make every effort to see customers with appointments on time. We will tell you if there is likely to be a delay.



Our Telephone Service:

ADTA operates a round-the-clock call centre as has an ADTA office operator to ensure your enquiries are dealt with promptly and effectively.

We ensure you that we will:

- Answer every incoming telephone call to our call centre within 3 rings.
- Speak clearly, politely and avoid using abbreviations and jargon while on the phone.
- Return your telephone message as soon as possible if our operator is unavailable.
- Communicate with you in both English & Arabic

Communicating in writing:

When you email any of our staff, we will ensure:

- We will reply in less than 48 hours
- You will receive an automatic response informing you of an alternative email address, if the person you are emailing is unavailable
- We use language that is easy to read and understand
- We keep all communication confidential

Complaints & comments:

We want to hear from you if you have a complaint, or wish to make a comment or compliment. You can contact us by email, telephone or through the 'Feedback' or 'Contact Us' page of our website. We welcome all feedback & complaints, and will respond positively. We will investigate all complaints and aim to promptly solve them.

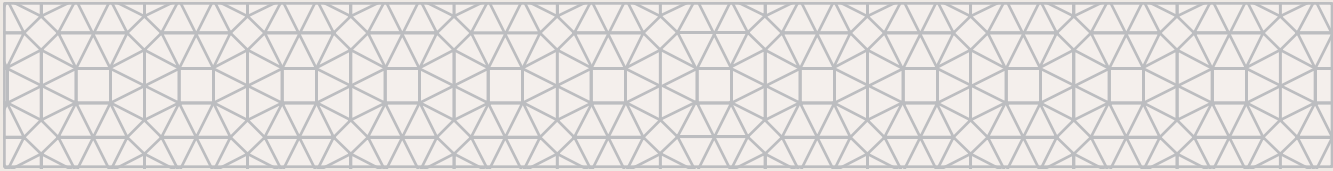
What we expect from our customers:

- To treat all our staff with courtesy & respect
- To provide us with reasonable information to address your enquiry and process your applications
- To provide us with up-to-date information that is relevant to your request
- To provide us with constructive feedback.

Measuring Customer Expectations:

ADTA continuously measures customer satisfaction and expectations.

- A customer satisfaction survey is conducted annually to measure satisfaction levels and help improve service levels
- A regular analysis is conducted to review customer feedback
- ADTA conducts a customer service self assessment by using The International Customer Service Institute's (TICSI) Online Customer Service Self Assessment tool.



How You Can Contact Us?

On the Telephone	
Toll Free number (24/7)	800 555
(07:30AM – 4:00PM)	+ 971 2 444 0444

Written Communication	
Fax	+ 971 2 444 0400
Email	info@adta.ae
Online feedback	http://www.abudhabitourism.ae/en/feedback.aspx

ADTA Location

ADTA is headquartered at the entrance of Abu Dhabi after Al Maqtaa Bridge. Once you reach Al Maqtaa Bridge take the right lane for approximately 300m. Take the slip road signed Khalifa Park. At this point you should ensure that you are in the right hand lane ready to take the next exit, following the signs for ADTA office. At the roundabout take the third exit, and then turn left again, then turn right, then left following the signs for ADTA. Abu Dhabi Tourism Authority will be in front of you, follow the signage and park in a convenient space.

