

## Client Procedure (CP) for Customer Complaints Management System

PCFC- Entity (Business Unit) Name : Corporate Support Centre

Department Name : Strategy Department

Section Name : Customer Happiness

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## Table of Contents

|  |    |
|--|----|
| 1. Purpose and Objectives .....                | 3  |
| 2. Scope .....                                 | 3  |
| 3. Definitions and Abbreviations.....          | 3  |
| 4. Procedure .....                             | 5  |
| 4.1 Complaints Receiving and Resolving.....    | 5  |
| 4.2 Analysis and Evaluation of Complaints..... | 13 |
| 5 Service Completion Time .....                | 13 |
| 6 Service Fees.....                            | 14 |
| 7 Related Documents/ Forms.....                | 14 |
| 8 Applicable References and Regulations.....   | 14 |
| 9 Process Workflow.....                        | 15 |

## 1. Purpose and Objectives

The purpose of this procedure is to maintain control over customer/client complaints and accordingly implement solutions to provide the highest standards of customer service and ensure customer satisfaction and happiness.

## 2. Scope

This procedure applies to the receiving, processing and resolving complaints received only against PCFC staff and services or customers of PCFC who are violating PCFC regulations and standards.

The scope does not extend to fraud-related matters or complaints received against external parties/other governmental bodies/non-customers of PCFC; however, wherever applicable, customers will be advised and directed accordingly. Internal complaints raised by PCFC employees are not covered in this procedure.

## 3. Definitions and Abbreviations

- 3.1. Customer/Client : Individuals or groups concerned with or affected by the PCFC services/ performance and those who acquired services from all areas of PCFC jurisdiction.
- 3.2. Correction : Action to eliminate a detected nonconformity.

- 3.3. Corrective Action : Action taken to eliminate the cause of an existing nonconformity, defect or other undesirable situation and to prevent a recurrence.
- 3.4. Preventive Action : Action taken to eliminate the cause of a potential nonconformity, defect or other undesirable situation to prevent the occurrence
- 3.5. Continual Improvement : It is the process of enhancing the Integrated Management System to achieve improvements in quality, health, safety and environmental performances in line with the organization's policy.
- 3.6. Fraud Related Matters : Any international acts committed to secure an unfair or unlawful gain including, but not limited to, fraud, corruption, misappropriation, theft and other similar irregularities that reflect actual or potential violation (e.g. breach of professional conduct, accounting fraud and manipulation of financial statement for personal gain, misappropriation or misuse for funds/ suppliers or other assets...etc.).
- 3.7. CHM : Customer Happiness Manager.

- 3.8. CHE : Customer Happiness Executive.
- 3.9. SM : Section Manager (Section under PCFC Business Units)
- 3.10 DD : Department Director (Department under PCFC Business Units)

## 4. Procedure

### 4.1 Complaints Receiving and Resolving

4.1.1 Complaints can be received through various channels as below;

- **Phone Call/WhatsApp** – Customer can contact PCFC Customer Happiness Executive on the Contact Centre number 800990 which is available on the website where the CHE will receive the complaining party's concern and record the same on the CRM system with the "Complaint" as a case type.
- Website/Mobile Site [www.pcfc.ae](http://www.pcfc.ae) through 04 System, Dubai Unified Portal for Complaints and Suggestions launched by Digital Dubai.
- **Website/Mobile Site** – Complaints can also be posted via the PCFC website or a Mobile site on the 'Contact Us' page which is auto-directed to PCFC Customer Happiness Email ID [info@pcfc.ae](mailto:info@pcfc.ae) handled by CHE. Simultaneously, an auto-generated standard notification email (automated reply) is sent to the customer/client for confirmation of receipt.



- **Email** – The exclusive Email ID dedicated to PCFC Customer Happiness is [info@pcfc.ae](mailto:info@pcfc.ae) where customers/clients can directly forward their complaints or concerns.
- **Customer Feedback Questionnaire** – These are complaints that arise out of feedback and can be received in the form of comments mentioned in the Feedback received from customers/clients through various channels. CHE is to evaluate the raised comment and register the same as a complaint in case the comment is covered in the scope of this procedure.
- **Social Networks** – For any complaints or dissatisfying statements highlighted on any social network channels, the Media officer is to direct them to Customer Happiness Email ID [info@pcfc.ae](mailto:info@pcfc.ae)
- **Any PCFC staff** - receiving a complaint shall be required to refer the complaint or the complainant to the CHM/CHE designate for further action.
- **Others** - PCFC welcomes any other channel or medium of communication for receiving complaints.

All complaints received from various channels shall be directed to the attention of the CHM/CHE designate. Furthermore, where possible, the customer's proposed remedy for rectification must also be understood and considered. When a complaint is received, CHE should confirm that the complaint is not an enquiry, feedback, suggestion, or comment. Also, CHE should verify whether there is any previous complaint about the same concerned issue(s).



4.1.2 In case of missing information or clarification required, CHE can contact the complainant to understand the nature of the complaint and capture any missing details required to be completed prior to the complaint validation process.

4.1.3 After receiving the complaint, CHE verifies the validity of the complaint related to relevance, nature of the complaint, and jurisdiction, and to ascertain if any exceptions such as but not limited to incomplete documents or insufficient data to be requested from the complainant.

4.1.4 CHE may seek advice from the concerned department to validate the issue if it is not clear or has some doubts and auto notification from the system will be sent to the complainer confirming that the complaint is sent to the concerned department for validation.

- **If the complaint is found to be invalid to PCFC Business Units:** CHE should acknowledge the complainant clearly the reason for complaint invalidity and may guide the complainant to contact the relevant authorities for necessary resolution (where possible).
- **If the complaint is found to be Valid to PCFC,** CHE should update the CRM system and a unique tracking number will be generated as COM-B.U.-MMYY-#### from the system and the complainer will receive the acknowledgement with the same.

Where:



- COM - Complaint
- BU - PCFC Business Unit that the complaint is related to. This can be:
  - CSS - Corporate Support Services
  - DMA - Dubai Maritime Authority
  - TRK - Department of Planning and Development- Trakhees
  - DPA - Dubai Ports Authority
  - SEC - PCFC Security
- ##### - Serial number of complaints in the year
- MMY - Complaint Month and Year
- (Re) - Optional in case the Complaint is duplicated or re-opened Example:  
COM-BU-MMY-##### (Re)

And auto sends an acknowledgement confirmation email to the complainant with the complaint reference/tracking number to ensure traceability of the status of all incoming complaints and a link to the Client Procedure (CP) for Customer Complaints Management System will be provided in the acknowledgement email to aware the complainant with the complaint management procedure.

- 4.1.5 CHE shall categorize and prioritize the complaint (in terms of severity) in coordination with CHM (if required) and ensure complaint information is complete before investigation.



4.1.6 The significance of the complaints is assessed, as per the below criteria, based on the factors including but not limited to severity & impact on non-compliance of applicable regulations, public health, safety, environment, reputation, financial loss, bribery, legal implications, business disruption, etc. CHE should report all highly significant complaints to CHM who will notify PCFC Business Units DD to be resolved from the higher management level.

|                         |        |                  |
|-------------------------|--------|------------------|
| <b>Severity/ Impact</b> | High   | Major – Critical |
|                         | Medium | Minor – Moderate |
|                         | Low    | None – Slight    |

4.1.7 To ensure the traceability of emails, CHE should maintain a series of emails by mentioning the reference/tracking number of the complaint in all communication with the complainant and department/section separately and everybody involved in the process should adhere to the same.

4.1.8 Upon receiving the complaint email SM read the received complaint and assessed the relevance of the complaint as below:

- In case the complaint is related to the section, then SM acknowledge the CHE by responding to the same mail.



- In case the complaint is not related to the section, SM may suggest to CHE the concerned party for resolving the complaint.

4.1.9 Once the complaint is confirmed to be related to the section, SM shall conduct an initial assessment/investigation on the matter to determine the root cause of the issue and identify appropriate correction (if applicable) and corrective actions to resolve the complaint (if possible), and he may forward the complaint to Assigned Officer to facilitate, assess, investigate or resolve the case (if possible).

4.1.10 SM and the Assigned Officer will start the process of complaint resolution and decide on the final corrective and preventive action to be taken against the complaint.

4.1.11 In case the SM identifies that the complaint cannot be resolved within the target date, he/she needs to notify the CHE via email with the revised proposed resolution date, keep him/her updated on the progress of complaint resolution and ensure that the complaint is resolved on the agreed target date. Accordingly, CHE shall contact the complainant via email confirming that the complaint is in progress and still under investigation (if applicable).

4.1.12 In case SM find that the complaint is invalid or more information is required, then:

- In case there is any missing information, the same should be communicated to CHE to request the required information from the complainant.



- In case the complaint is invalid or not related to PCFC services, SM should clearly mention the reason for complaint invalidity, so CHE should verify the same and update the complainant.
- In case the complaint is related to PCFC but for other departments/sections of PCFC, SM should notify CHE who should forward the complaint to the proposed concerned department/ section.

4.1.13 If there is any delay from the concerned department/section about the resolution without proper justification, then the matter will be referred to CHM / PCFC Business Units DD for their intervention.

4.1.14 Once the complaint is resolved, SM and the Assigned Officer should update the Customer Happiness section of complaint resolution along with The Corrective/Preventive Action Taken.

4.1.15 Upon receipt of the Complaint resolution from the SM side, CHE should ensure that the implemented actions close the complaint and can review the same with CHM if required, once the actions are accepted, CHE will contact the complainant via phone (if applicable) and inform him/her with the resolution of the complaint and ask for his/her satisfaction to close the complaint. Then CHE will update the case on the CRM system with the resolution of the complaint and resolve the case.

4.1.16 According to the provided resolution, customer response will be categorized as:

- If the customer/client is satisfied, the complaint will be considered closed.



- If no response or confirmation is received by email from the complainant, the complaint will be closed after 3 working days from sending the closure email.
- If the complainant is not satisfied with the provided resolution, he /she will be given an option to raise a grievance. If the customer/client is not interested in raising a grievance, it will be considered as an acceptance of the resolution provided, thereby closing the complaint. In case the grievance is requested:
  - If a grievance is recorded, then CHE will then forward the complaint to a higher level of authority i.e. the DD. The grievance resolution should be declared by the higher authority in 3 working days. Once the grievance resolution is declared by the higher authority, CHE will communicate the same to the complainant and confirm that this resolution will be considered as a final closure to the complaint.
  - CHE is the final authority to record the closing of complaints after reviewing with CHM if required.

4.1.17 CRM System will send an Auto survey email to the complainant after the closure request him/her to evaluate his/her satisfaction and happiness level on the entire process of customer complaint management system.

4.1.18 After closing a complaint, if the complainant raised the same complaint within (6) months, the earlier complaint will be re-opened and will be handled as per the current process of complaints with the same earlier tracking number adding (Re).

## 4.2 Analysis and Evaluation of Complaints

- 4.2.1 On a semi-annually basis, CHE will review the complaint log and then analyse all the complaints to identify recurring and single incident problems to help eliminate the underlying causes of complaints.
- 4.2.2 CHE will include the highly repeated complaints based on the classification of its categories and the number of recurrences in the mid-year complaint analytical report and send it to CHM for review and approval.
- 4.2.3 CHM will forward the same to the concerned department for their reference and evaluation of whether any further actions would be taken or the corrections which have been implemented during the complaint closure are satisfactory and no further actions are required from their side.
- 4.2.4 The concerned department will update CHM with their proposed action plans (if any)
- 4.2.5 CHE will coordinate with the concerned department to ensure the implementation of the proposed action plans and update the record.

## 5 Service Completion Time

|     | Service   | Completion Time |
|-----|---|-----------------|
| 5.1 | Time taken to acknowledge the customer about the validity of the registered complaint (from the date of receiving the complaint). | 2 Working Days  |

|     |  |                 |
|-----|--|-----------------|
| 5.2 | Time taken to acknowledge the complainant with the resolution of the complaint of the complaint (from the date of validating the complaint). | 14 Working Days |
| 5.3 | Time taken to close the complaint in case no response from the complainant (from the date of communicating compliant resolution)             | 3 Working Days  |
| 5.4 | Time taken to acknowledge complainant with final closure of grievance (from the date of recording a grievance)                               | 4 Working Days  |

## 6 Service Fees

|     | Service  | Fees (AED)     |
|-----|--|----------------|
| 6.1 | Register a complaint/ grievance or request for complaint follow-up | Free of charge |

## 7 Related Documents/ Forms

Not Applicable

## 8 Applicable References and Regulations

8.1.ISO10002:2018, Complaint Management System.

8.2.ISO90001:2015, Quality Management System

## 9 Process Workflow

