



UNITED ARAB EMIRATES
MINISTRY OF INTERIOR



برنامج الإمارات للخدمة الحكومية المتميزة
Emirates Government Service Excellence Program

Customer Happiness Formula

Proud
Employee

+

Dedicated
Entity

+

Positive and
Proactive
Customer



We pledge to 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

We work to make you happy

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

Help us make you happy

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



Customer Happiness



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