

Model Criteria & Questions



**Consumer
Friendly
Company**

This document is provided to companies in order to help them understand the model, and provide them with the questions that needs to be answered in the submission document with the relevant proof and evidences.

Consumer Friendly Standards	Main Criteria	Sub Criteria		Grade
		1.1 Customers Management Policy 1.2 Pricing Strategy	10%	
Establish a Foundation	STRATEGY	2.1 Marketing Practices 2.2 Pre - Sale Experience 2.3 After - Sale Experience 2.4 Customers Perception	35%	A
	COMMUNICATION	3.1 Complaint Resolution Effectiveness 3.2 Commitment to laws & Regulation 3.3 Quality Assurance	45%	
Enhance the Operations	CUSTOMER CARE	4.1 Customers Service Employees 4.2 Service Development	40%	B
	DEVELOPMENT		15%	

Evaluation Criteria			Passing Score
Type of Evidence	Description	Points	
Lacking	NOT AVAILABLE - LACKING	0	
Partial	AVAILABLE - BUT NOT CLEAR	1	
Complete	AVAILABLE - IMPACTFUL - RELEVANT	3	30%

The Criteria has been developed in a manner that suits evidence cross checking lists, where by the organizations will have the minimum requirements to fulfill that practice and provide evidence accordingly.

1. Strategy

1.1 Customer Management Policy – 5%

Explain the KPI's related to customers (enhancing customer communication, services, quality of products...etc) and the set of objectives (SMART, calculated and tracked) for these KPI's. Explain your company values and how is it represented by the company and employees in its actions. Specify policies that are in favor of the clients (exchange, warranty...etc). How well are top management involved in policy development and complaints (policy committee, authority matrix, frequency of review, policy adjustment or creation)? Are there methods and tools to allow management to interact with customers (emails, phones, chat, feedback survey review...etc)?

1.2 Pricing Strategy – 5%

Describe the process of pricing products and services. Is it based on internal or and external research? Are there benchmarks for price decisions? Are customers perception considered to adjust or refine prices? How is data used in the pricing process?

A

SUSTAINABILITY – 45%

2. Communication

2.1 Marketing Practices – 5%

Is there a marketing unit or a dedicated team or an outsourced company? Are the latest channels (social media, website...etc) used for marketing purposes? What are the methods used to update customers (sms, email, posts, gathering...etc)? What is the process of approving campaigns (provide marketing campaign samples)? Do you evaluate the marketing initiatives and how (channels reports, number of posts, interaction level, site analysis...etc)?

2.2 Pre-Sale Experience – 10%

How simple are the agreement documents (contract, terms and conditions, warranty)? Do you have an extra method or way to explain the agreements (receipt, quotation, email, sms)? How are the terms and conditions aligned with the laws & regulations (auditors to check, contacting DED, adapt from consumer rights law)?

2.3 After-Sale Experience – 10%

Is there a clear list for clients about after-sale services? How are the services communicated and explained? How are approvals taken regarding services? For example: repair services, maintenance service, delivery. Does the client know about them? Is it clear in the shop or website?

2.4 Customers Perception – 10%

What are the KPI's of satisfaction? Are there any reports? How are customers feedbacks collected? How many languages are used in the collection process? Are there methods to communicate with people of determination?

3. Customer Care

3.1 Complaint Resolution Effectiveness – 15%

Are there objectives in place to solve complaints and measure performance (time, speed, quality, resolve, closed cases...etc) Is there a complaint handling system and process? How effective is it? Is there a record of complaints and follow up? Are there reports that enable analyzing consumer behavior, complaint types...etc. Is there an escalation process for unresolved complaints or staff authorized and empowered to take critical decisions related to consumer complaints?

3.2 Commitment to Laws & Regulations – 15%

Does your company have an internal process to handle consumer rights complaints and issues? What are the efforts to reduce complaints of DED or completely avoid them? for example: happiness counters, whatsapp chat...etc How does the company avoid DED fines for misleading or inaccurate pricing, inaccurate reduction percentage in relation to value in sales and promotion, avoid imposing additional service charges (Are there programmes or initiatives or processes to make sure they are done in the right manner, for example: internal auditing to prevent being fined?)

3.3 Quality Assurance – 10%

Is there a quality team or an outsourced one dedicated to auditing products and services? What is the quality process for products (quality check at receiving products, placing them in the store, consumer opinion...etc)? what is the quality process to improve services (customer service, communication with clients, channels to be used, consumer opinion...etc)? Are there KPI's to measure service and product performance? Is there a mystery shopper programme (internal or/and external)? How are the reports utilised for developments and decisions, after the auditing? How frequent does the company audit on products and services (quarterly/yearly)? How effective are they? State any product or service developed from reports. Explain any corrective action done based on reports.

B

COMPETITIVENESS – 55%

4. Development

4.1 Customer Service Employees – 8%

Are there policies and criteria's to select candidates fit for customer services? What are the training programs for customer service employees (type of trainings, measure effectiveness of training session, report of certified employees...etc)? Does the company have a reward system for customer service employees (reward category, type, criteria, evaluation process, frequency of reward cycle,...etc)?

4.2 Service Development – 7%

Does the company store its data related to products and services (transactions, complaints, evaluation reports...etc)? Is there a centralized electronic platform or shared folder accessible by employees? Does the company do benchmark for products and services with others internally and externally (meetings, discussions, report of benchmark, effectiveness, recommendations, outcomes...etc)? Are customers feedbacks considered and analyzed by the company for development purposes (survey, brainstorm sessions, meeting, feedback...etc)? Are there tools for employees to suggest, complain, give feedbacks...etc?

HOW TO SUBMIT

1

DOWNLOAD the criteria questions & submission file
READ the criteria and understand it
FILL the presentation up with answers and evidences

2

APPLY and agree to terms and conditions for privacy of information
UPLOAD the document

3

GET ASSESSED by Dubai Economy committee
Receive feedback for adjustments
SCORE 30% and become a friendly company to consumers

Receive the following benefits:

- Certificate of accreditation
- A comprehensive report (for market, industries and company)
- A sticker to be used in stores and other suitable areas

FOR MORE INFORMATION

   Dubai_Consumers

 60054555

 consumerrights.ae

 Business Protection



مستهلك دبي
DUBAI CONSUMER



Android app on
Google play



بوابة الملكية الفكرية
IP GATEWAY

