Abu Dhabi Government

Tone of Voice

Introduction

This Tone of Voice (TOV) Document is designed to unify and standardise the communication styles with the public in a way that reflects the historically inherited culture of hospitality in our communities, enhance public trust, and create a consistent identity across all Abu Dhabi Governmental Entities (ADGEs).

This document is divided into seven Parts:

- <u>Part One:</u> Code of Conduct for the Duties and Rights of Customer Experience Agents
- <u>Part Two:</u> Code of Conduct Across Different Service Channels
- <u>Part Three:</u> Code of Appearance
- <u>Part Four:</u> Scenarios for Service and Call Centres
- <u>Part Five:</u> Language & Grammar
- <u>Part Six:</u> Templates and Examples
- <u>Part Seven:</u> Glossary

A unified tone of voice ensures that all communications reflect the values and principles of our culture, fostering trust and reliability. It helps create a cohesive identity and improves the overall customer experience by making interactions predictable and professional.

Purpose of the Document

This document ensures that every interaction reflects our commitment to providing an exceptional customer experience. We strive to enhance customer satisfaction by addressing their needs and concerns with genuine care and understanding, ensuring they feel valued and respected in every interaction.

This document also serves to support team alignment, providing clear guidelines that help our customer experience (CX) agents communicate in a manner that aligns with our identity and customer satisfaction objectives.

The impact of this unified tone will be significant, as it will create a seamless and consistent customer experience, making it a positive and memorable experience.

This unified approach will also enable cx agents to respond more effectively to customer needs and fulfil them. Accordingly, the document aims to:

- Unify the tone of voice of ADGEs in communicating with the public.
- Enhance the clarity, empathy, professionalism, and effectiveness of communication with all customer segments.
- Foster trust and reliability in governmental services.
- Improve customer experience across all communication channels.
- Foster a culture of hospitality that reflects our culture values and principles.

Scope

This document applies to communication channels used by governmental entities, including:

Service Centres

Call Centres

SMS

Emails

Websites

Mobile Apps

Who Should Use This Document?

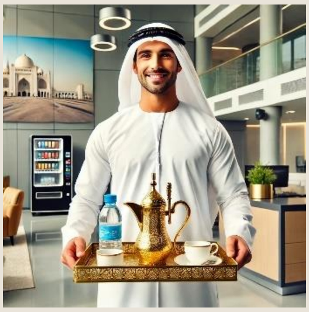
1. **CX Agents:**
    - CX agents are defined as follows:
        - Those who are in the front-line facing customers as well as their supervisors whether delivering services daily or occasionally.
    - CX agents, whether interacting face-to-face or behind digital screens, are expected to adhere to the guidelines outlined in this document.
    - CX agents from various professional staff, including police officers, engineers, doctors, nurses, etc. should familiarise themselves with these guidelines.
2. **All Government Employees:**
    - It is imperative for all public servants to familiarise themselves with this document and rely on it to support a unified and professional communication across all governmental interactions, thereby enhancing public trust and confidence in Abu Dhabi services.

Part One: Code of Conduct

This guide outlines essential principles for maintaining professionalism by CX agents in our government entities. Additionally, it emphasises the protection of CX agents, promoting supportive work environment.

Your duties as a CX agents

1. **Hospitality:**
    1. Greeting customers in a warm and respectful manner, tailored to suit the different customers categories.
    2. Ensuring a comfortable and clean environment for customers.
    3. Providing refreshments to customers (for example, offering dates, coffee, and water).



2. **Customer Centricity:**
    1. Communicating clearly, respectfully, and collaboratively with colleagues and customers, and providing customers with clear and concise explanations of services and inquiries.
    2. Providing accurate and up-to-date information to customers based on verified sources.
    3. Demonstrating flexibility in meeting diverse customer needs (for example, offering customised and creative solutions).
    4. Avoiding inappropriate behaviours while interacting with customers (for example, eating, chewing gum, using the phone, or having side conversations with colleagues).
    5. Treating customers with kindness and respect, regardless of their situation. Proactively assisting customers when anticipating potential obstacles or noticing lost or confused individuals.
    6. Apologising when mistakes occur, taking responsibility for customer issues until they are resolved, and following up on customers' challenges until they are resolved.

7. Thanking customers for their patience during wait times and offering updates, including service time estimates. Responding promptly to customer inquiries and minimising wait times.
8. Remaining calm and composed under pressure, even in challenging situations (for example, when dealing with angry and uncooperative customers). Maintaining a professional demeanour throughout all interactions and not taking matters personally, while keeping a positive attitude.
9. Being open-minded and receptive to constructive feedback and working on developing skills to meet customer expectations.

3. Priority for Senior Citizens & PODs:

1. Ensuring guiding senior citizens & PODs to elevators and accessible public parking spaces.
2. Giving senior citizens & PODs priority in service queues, during service delivery, and in case of emergency, ensuring their safety.
3. Ensuring guiding senior citizens & PODs to designated seating areas.
4. Ensuring senior citizens' & PODs comfort in all service areas.
5. Addressing senior citizens & PODs with extra respect and courtesy.
6. Communicating with added clarity and deliberation to understand their needs.
7. Demonstrating greater understanding and patience.
8. Offering additional assistance for senior citizens' & PODs (for example, help them login into the "UAE PASS").
9. Being attentive to non-verbal cues to understand the feelings of senior citizens and PODs and interacting with them accordingly.

4. Integrity:

1. Upholding honesty when communicating with the customer.
2. Adhering to all relevant laws, regulations, and company policies to ensure legal and regulatory compliance (for example, adhering to work schedules without unauthorised breaks).
3. Focusing on resolving customer issues and concerns as the main priority, without letting personal interests or preferences interfere.
4. Avoiding the use of the available resources irresponsibly, especially for personal gain.
5. Ensuring fair treatment and equitable access to all customers, irrespective of race, gender, or religion expect when provided by the system (for example, airports lines for VIP, or GCC residents).
6. Using technology cautiously, respect privacy rights, and adhere to cybersecurity policies.
7. Managing complaints objectivity, transparency, and positivity, in accordance with the relevant regulations and policies.

5. **Remote Work Environment:**

    1. Preparing a dedicated, quiet, and comfortable workspace to work without distractions.
    2. Dressing appropriately and professionally, as you would in a physical office setting.
    3. Choosing a clean, distraction-free background or use virtual backgrounds if necessary while video conferencing.
    4. Ensuring good lighting and a clear video and audio connection.
    5. Muting your microphone when not speaking to avoid background noise.
    6. Ensuring your workspace is equipped with necessary tools and technology, including a reliable internet connection, headset, and any other required devices.
    7. Adhering to your scheduled working hours and be available for customers inquiries and team meetings/calls/messages.
    8. Maintaining eye contact by looking at the camera and avoiding multitasking during calls.
    9. Maintaining regular and clear communication with your team and supervisors using approved communication channels.
    10. Upholding the same level of professionalism in remote interactions as you would in a physical office setting.
    11. Reporting any issues or obstacles that may impact your ability to perform your remote work duties to your supervisor promptly.
    12. Maintaining the confidentiality of customers information by following data protection policies and using secure networks.

Your Rights as a CX Agents

CX agents are entitled to the following privileges:

1. **Safe Work Environment:**

    1. Ensuring a safe and secure work environment for CX agents, free from harassment (physical or verbal abuse), and threats from both colleagues and customers.
    2. Installing physical security measures such as surveillance cameras, secure entry systems, and well-lit workspaces to protect agents from potential harm.
    3. Dealing firmly and immediately with customers who exhibit aggressive, violent, or abusive behaviour.
    4. Implementing clear policies and procedures for anonymous reporting.

2. **Empowering Work Environment:**

    1. Providing access to mental health support and resources to help agents manage stress and maintain emotional well-being, especially after dealing with difficult customers (for example, rest areas).
    2. Promoting a healthy work-life balance by ensuring reasonable work hours, breaks, and time off for CX agents.
    3. Treating all CX agents with respect and dignity and acknowledging their contributions through recognition and incentives in alignment with the entity's HR (Human Resources) policy.
    4. Offering continuous training and professional development opportunities to help agents manage challenging situations with customers effectively and confidently.
    5. Ensuring agents are informed about any updates (for example, service updates or service delivery channel updates).

Part Two: Code of Conduct Through Different Channels

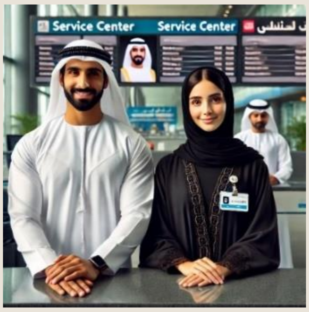
This Part covers the recommended actions and behaviours to adopt, and the practices and actions to avoid.

Service Centre:

1. **Starting a Conversation:**

- **Do’s:**
  - Greeting the customer warmly with a smile and in a friendly tone like “Assalamu Alaikum” or “Hello” and identifying your entity name “Welcome to ...”.
  - Introducing yourself, you can say “My name is ….”.
  - Asking the customer for their name for better communication.
  - Asking the customer how you can assist them and actively listen to their needs.
  - Speaking in a polite and welcoming manner while maintaining your smile throughout the service.
  - Using open-ended questions to encourage the customer to provide detailed information.

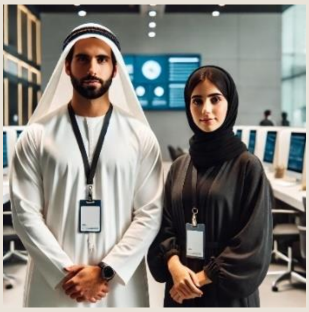
- **Don'ts:**
  - Avoiding initiating a handshake with the opposite gender. (in case someone from the opposite gender initiated a handshake with you, you can respectfully and politely decline it while preserving a cordial interaction by putting your hand on your chest)



  - Do not skip or rush the greeting.
  - Do not interrupt the customer while they are explaining their issue.
  - Do not show frustration even if the customer is difficult or demanding.
  - Do not be tempted to loudly speak yourself, if the customer is angry or speaking in a loud voice. By maintaining a lower tone of voice, the customer will be compelled to lower his/her voice.

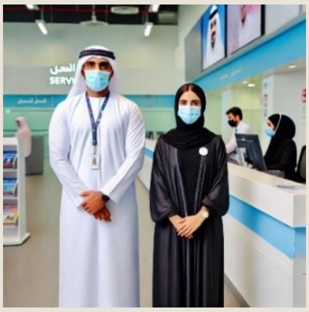
2. **During Providing the Service:**

- **Do’s:**
  - Use a friendly and professional expression when addressing the customer if their name is not available for any reason (for example, Dear customer).
  - Maintaining an upright, proper, and confident posture while standing and sitting.



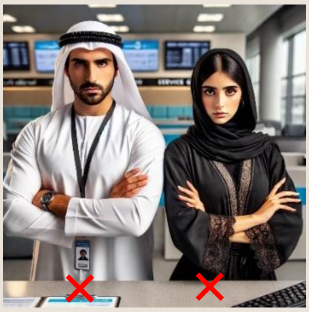
  - Using open and welcoming body language, including maintaining eye contact and offering a friendly smile when appropriate.

  - Maintaining positive, and professional behaviour at all times.
  - Speaking to customers in a clear and understandable accent, clear voice and balanced tone, and moderate pace that can be easily understood.
  - Addressing the customer by their name moderately throughout the conversation.
  - Treating all customers with respect and patience, regardless of their background or situation.
  - Providing a sense of urgency and commitment to resolving customer's issue.
  - Providing advice to customers about missing documents or those that need further clarification.
  - Engaging in active listening to understand the customer's challenges and paying attention to verbal and non-verbal cues to comprehend the customer's condition (for example, interpreting the customer's body language).
  - Adhering to health and safety protocols (for example, wearing a facemask when needed).

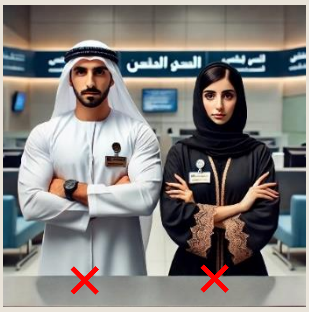


- Ensuring the privacy of customer information is maintained always (for example, not sharing customer data electronically except for work-related reasons, and not leaving customer documents visible to others).

- **Don'ts:**
  - Do not display impatience or frustration even if the customer seems difficult or demanding.



  - Do not cross your arms or display defensive body language that may convey disinterest or disrespect.



  - Do not use complicated technical terms that the customer may not understand.
  - Do not use a dismissive or condescending tone when speaking to customers.

- Do not make assumptions about the customer's needs without proper clarification.
- Do not discriminate against customers based on their race, religion, gender, or any other characteristics.
- Do not provide vague or incomplete information that leaves the customer confused or unsatisfied.
- Do not make promises or commitments that cannot be fulfilled.
- Do not engage in arguments or debates with the customer.

3. In Case of Further Assistance:

- **Do’s:**
  - Offering alternative solutions or options, if available, to meet the customer's needs.
  - Being patient and attentive, even if the customer expresses frustration or confusion.
  - Thanking the customer for their time and assure them of your commitment to resolving their issue.

- **Don'ts:**
  - Do not disregard the customer's concerns or dismiss them as unimportant.
  - Do not rush through the assistance without allowing the customer to ask follow-up questions.
  - Do not show frustration or impatience if the customer requires further assistance.

4. If the Service Delivery was Stopped for Any Reason:

- **Do’s:**
  - Politely asking the customer to pause for a moment and explain the reason (for example, needing more time or information).
  - Apologising for the interruption and clarifying the reason for it.
  - Assuring the customer that their concerns will be addressed promptly.
  - Thanking the customer for understanding and their patience.

- **Don'ts:**
  - Do not keep the customer waiting for an extended period without providing an update.

5. **Upon Completion of Service Delivery:**

- **Do’s:**
  - Summarising the key points discussed and confirming that the customer's needs have been fully addressed.
  - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).
  - Asking the customer if there is anything else you can assist them with.
  - Providing clear instructions for any necessary follow-up actions and clarifying next steps if needed.
  - Offering contact information or instructions for reaching out in case of further questions or concerns.
  - Thanking the customer and ending the conversation with a polite and professional closing statement.
  - Politely asking the customer to fill out the service evaluation survey (if available).

- **Don'ts:**
  - Do not share your personal contact details with customers (for example, personal phone number or email).
  - Do not abruptly end the conversation without ensuring the customer's needs are resolved.
  - Do not rush through the ending without giving the customer an opportunity to ask final questions.
  - Do not sound unappreciative or dismissive of the customer's time or concerns.
  - Do not leave the conversation on a negative note.

Call Centre:

1. **Prompt Response:**

- **Do’s:**
  - Answering the phone quickly (within 3 rings or less).

2. **Starting a Conversation:**

- **Do’s:**
  - Greeting the customer warmly with a smile and in a friendly tone like “Assalamu Alaikum” or “Hello” and identifying call centre name “Welcome to ...”.
  - Introducing yourself saying “My name is ……..”.
  - Asking the customer for their name for better communication.
  - Asking the customer how you can be of assistance and actively listen to their needs.
  - Speaking in a polite and welcoming manner.
  - Using open-ended questions to encourage the customer to provide detailed information.

- **Don'ts:**
  - Do not skip or rush the greeting.
  - Do not interrupt the customer while they are explaining their issue.
  - Do not show frustration even if the customer is difficult or demanding.
  - Do not be tempted to loudly speak yourself, if the customer is angry or speaking in a loud voice. By maintaining a lower tone of voice, the customer will be compelled to lower his/her voice.

3. **During Providing the Service:**

- **Do’s:**
  - Use a friendly and professional expression when addressing the customer if their name is not available for any reason (for example, Dear customer).
  - Maintaining friendly, and professional behaviour throughout the conversation.
  - Speaking to customers in a clear voice with a balanced tone, moderate pace, and an understandable accent.
  - Addressing the customer by their name moderately throughout the conversation.
  - Treating all customers with respect and patience, regardless of their background or situation.
  - Engaging in active listening to understand the customer's challenges.
  - Providing a sense of urgency and commitment to resolving customer's issue.

    - Providing advice to customers about missing documents or those that need further clarification.
    - Treating the customer's privacy and personal information with strict confidentiality.

- **Don'ts:**
    - Do not display impatience or frustration even if the customer seems difficult or demanding.
    - Do not provide incorrect or misleading information.
    - Do not use complicated technical terms that the customer may not understand.
    - Do not use a dismissive or condescending tone when speaking to customers.
    - Do not make assumptions about the customer's needs without proper clarification.
    - Do not discriminate against customers based on their race, religion, gender, or any other characteristics.
    - Do not make promises or commitments that cannot be fulfilled.
    - Do not engage in arguments or debates with the customer.

4. **Transferring the Call:**

- **Do’s:**
    - Informing the customer about the need to transfer the call and explain the reason.
    - Providing clear instructions on how the customer will be transferred.
    - Ensuring the customer's consent before initiating the transfer.
    - Transferring the call to the appropriate department or person promptly.
    - Apologising for any inconvenience caused by the transfer.
    - Ensuring to brief the next agent handling the call on the current case.

- **Don'ts:**
    - Do not transfer the call without ensuring that the transfer is necessary or appropriate.
    - Do not transfer the call multiple times without providing a resolution.
    - Do not ask the customer to restate their issue when the case is handed over to another agent.

5. **Putting the Customer on Hold:**

- **Do’s:**
    - Asking the customer for permission before putting them on hold.
    - Informing the customer about the reason for putting them on hold.

    - Checking back with the customer periodically to provide updates or assure them that they have not been forgotten.
    - Apologising for the hold time and thanking the customer for their patience.

- **Don'ts:**
    - Do not keep the customer waiting for more than 1 minute without providing an update.

6. **Service Interruption:**

- **Do’s:**
    - Politely asking the customer to pause for a moment and explain the reason (for example, needing more time or information).
    - Apologising for the interruption and clarifying the reason for it.
    - Assuring the customer that their concerns will be addressed promptly.
    - Thanking the customer for understanding and for their patience.

- **Don'ts:**
    - Do not keep the customer waiting for an extended period without providing an update.

7. **Further Assistance:**

- **Do’s:**
    - Offering alternative solutions or options, if available, to meet the customer's needs.
    - Being patient and attentive, even if the customer expresses frustration or confusion.
    - Thanking the customer for their time and assure them of your commitment to resolving their issue.

- **Don'ts:**
    - Do not disregard the customer's concerns or dismiss them as unimportant.
    - Do not rush through the assistance without allowing the customer to ask follow-up questions.
    - Do not show frustration or impatience if the customer requires further assistance.

8. **Ending a Conversation:**

- **Do’s:**
    - Summarising the key points discussed and confirming that the customer's needs have been addressed.
    - Asking the customer if there is anything else you can assist them with.

  - Providing clear instructions for any necessary follow-up actions or next steps.
  - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).
  - Thanking the customer and ending the conversation with a polite and professional closing statement.
  - Politely asking the customer to fill in the survey (if available).

- **Don'ts:**
  - Do not share your personal contact details with customers (for example, personal phone number or email).
  - Do not abruptly end the conversation without ensuring the customer's needs are fully addressed.
  - Do not rush through the ending without giving the customer an opportunity to ask final questions.
  - Do not sound unappreciative or dismissive of the customer's time or concerns.
  - Do not leave the conversation negative.

SMS:

Numbers, Dates and Symbols:

- **Do’s:**
  - Headings and titles to be title case, including service names.
  - Writing dates in the following manner: Date Month Year (15 April 2023). You can use short forms (Jan, Dec).
  - Use the 12-hour clock system. Write HH:MM; for example, 10:30AM. Use AM and PM (without space after the digits).
  - Expressing money and currency like this: AED 35.7 billion. And write AED 35,000 (if there is no Fils value). If there is a value in Fils, write AED 35,000.75
  - Writing telephone numbers with the full country code (for example, +971 50 123 4567).
  - Use this type () of brackets.

- **Don’ts:**
  - Do not use ampersand (&) in sentences unless it is the way the company/entity usually displays it to the customer.
  - Do not use [], <> or {}.

SMS Sections:

1. **Greetings and salutations:**

- **Do’s:**
  - Starting with polite greetings, such as “Hello,” and making sure to address the customers with their names.
  - Use a friendly and professional expression when addressing the customer if their name is not available for any reason (for example, Dear customer).
  - Showing appreciation for the customer's time by thanking them for reaching out for your service.

2. **Body:**

- **Do’s:**
  - Using British English (for example, licence, enquire, programme, centre, colour, and customise.
  - Writing should be free of spelling and grammatical mistakes.
  - Using correct punctuation.
  - Using a professional and respectful tone, and clear and simple language to ensure the customer's understanding.
  - To effectively connect with audiences, adjust the message's tone to reflect empathy. Express happiness or sadness depending on the subject matter, such as congratulating a customer for obtaining a new license or offering condolences for the loss of a loved one.
  - Keeping SMS messages simple, clear, and concise.
  - Providing any necessary follow-up information, such as reference numbers or next steps, to keep the customer informed.

    - Including any relevant links that may be necessary for further information or reference.
    - Following any specific guidelines or protocols provided by the entity.
    - Providing the necessary information within the character limit (maximum 200 characters).
    - Using links that takes the customer directly to the page needed (for example, payment page).

- **Don’ts:**
    - Do not use contractions such as “don’t,” “won’t,” “shouldn’t”. Write “do not,” “will not,” “would not”, “should not” etc.
    - Do not use informal, offensive, or slang language.
    - Avoid over-using exclamation marks as much as possible.
    - Do not use excessive technical terms that may confuse the customer.
    - Do not use excessive abbreviations or acronyms that may be unclear or unprofessional.
    - Do not include sensitive or confidential information.
    - Do not overload the message with unnecessary information.
    - Do not send unnecessary duplicate messages.

Please refer to (Language & Grammar) part for more details.

3. **Closing:**

- **Do’s:**
    - Expressing your willingness to provide further information or assistance if needed.
    - Using a closing phrase like “Happy to serve you” or “Your safety is our priority”.
    - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).

Email:

Numbers, Dates and Symbols:

- **Do's:**
  - Headings and titles to be title case, including service names.
  - Writing dates like this: Date Month Year (15 April 2023). You can use short forms (Jan, Dec).
  - Use the 12-hour clock system. Write HH:MM; for example, 10:30AM. Use AM and PM (without space after the digits).
  - Express money and currency like this: AED 35.7 billion. And write AED 35,000 (if there is no Fils value). If there is a value in Fils, write AED 35,000.75
  - Writing telephone numbers with full country code like this: +971 50 123 4567
  - Using this type () of brackets.

- **Don'ts:**
  - Do not use ampersand (&) in sentences unless it is the way the company/entity usually displays it to the customer.
  - Do not use [], <> and {}.
  - Do not use logos at the beginning of the emails.

Email Sections:

1. **Subject Line:**

- **Do's**:
  - Using a simple, descriptive, and easy-to-track subject line that summarises the content of the email (for example, service name or identifier number).
  - Ensuring the subject line reflects the main purpose of the email.
  - Keeping the subject line concise, ideally under 50 characters.
  - Capitalising the first letter of each main word in the subject line.

- **Don'ts**:
  - Do not use generic or vague subject lines, as these may cause your email to be overlooked or marked as spam.
  - Do not use emojis in the subject line.

2. **Greetings and Salutations:**

- **Do's:**
  - Starting with polite greetings, such as "Hello," and make sure to address the customers with their name.
  - Use a friendly and professional expression when addressing the customer if their name is not available for any reason (for example, Dear customer).
  - Showing appreciation for the customer's time by thanking them for reaching out for your service.

- **Don’ts:**
    - Do not write a long introduction or include unnecessary details.

3. **Body:**

- **Do’s:**
    - Using British English (for example, licence, enquire, programme, centre, colour, and customise.
    - Writing should be free of spelling and grammatical mistakes.
    - Using correct punctuation.
    - Using a professional and respectful tone, and clear and simple language to ensure the customer's understanding.
    - To effectively connect with audiences, adjust the message's tone to reflect empathy. Express happiness or sadness depending on the subject matter (for example, congratulations for issuing a new license or offering condolences for a loss).
    - Any use of AI assistants such as ChatGPT or Google Gemini to draft emails must adhere to AD’s AI policies for privacy reasons and to maintain texts’ integrity.
    - Keeping emails simple, clear, and concise.
    - Staying on the same email thread rather than starting a new one if it is the same topic or complaint.
    - Attaching relevant documents if necessary.
    - Separating each paragraph with a space of one line.
    - Using bullet points and numbering or trying to differentiate each point to ensure e-mail clarity.
    - Providing any necessary follow-up information, such as reference numbers or next steps, to keep the customer informed.
    - Including any relevant links that may be necessary for further information or reference.
    - Following any specific guidelines or protocols provided by the entity.
    - Using links that takes the customer directly to the page needed (for example, payment page).

- **Don'ts:**
    - Do not use contractions such as “don’t,” “won’t,” “shouldn’t”. Write “do not,” “will not,” “would not”, “should not” etc.
    - Do not use informal, offensive or slang language.
    - Avoid over-using exclamation points as much as possible.
    - Do not use excessive technical terms that may confuse the customer.
    - Do not use excessive abbreviations or acronyms that may confuse the customer.
    - Do not include sensitive or confidential information.
    - Do not overload the email with unnecessary information.
    - Do not send unnecessary duplicate messages.

    - Do not use the “High Priority” option when answering enquiries, except when necessary.

Please refer to (Language & Grammar) part for more details.

4. **Closing and Signature:**

- **Do’s:**
    - Expressing your willingness to provide further information or assistance if needed.
    - Using a closing phrase like “Happy to serve you” or “Your safety is our priority”.
    - Providing entity’s contact information and working hours.
    - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).
- **Don'ts:**
    - Do not use an unprofessional email signature or forget the contact information.

Website & Mobile App:

Response Messages (Pop-up Messages/Notifications):

- **Do’s:**
  - Ensuring writing is free of spelling and grammatical mistakes.
  - Using British English (for example, licence, enquire, programme, centre, colour, and customise).
  - Using email or SMS to send personalised responses to customers’ enquiries (for example, inform customers about the next steps or provide any necessary follow-up information, such as reference numbers).
  - Using correct punctuation.
  - Using a professional and respectful tone, and clear and simple language to ensure the customer's understanding.
  - To effectively connect with audiences, adjust the message's tone to reflect empathy. Express happiness or sadness depending on the subject matter (for example, congratulations for issuing a new license or offering condolences for a loss).
  - Providing accessibility options for PODs (for example, text-to-voice, colour contrast, scalable text...etc).
  - Thanking the customer for their submission or action.
  - Using abbreviations carefully to avoid confusing the reader.
  - Clearly informing the customer about the next steps.
  - Clearly stating that the “submission was successful”.
  - Notifying the customer about the time needed for the completion of the service.
  - Sending the “Response Message” immediately after the submission.
  - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).

- **Don'ts:**
  - Do not use light colours on light backgrounds when displaying text (and vice versa).
  - Do not assume the customer is aware of the full process or the next steps.
  - Do not use negative or alarming language.
  - Do not delay sending the confirmation messages.
  - Do not overload the confirmation message with unnecessary information.
  - Do not use technical terms or codes that may confuse the customer.
  - Do not send unnecessary duplicate messages.

Please refer to (Language & Grammar) part for more details.

Chatbot:

1. **Language & Grammar:**

- **Do's**:
    - Using British English (for example, licence, enquire, programme, centre, colour, and customise).
    - Ensuring writing is free of spelling and grammatical mistakes.
    - Using correct punctuation.
    - Using a professional and respectful tone, and clear and simple language ensuring the customer's understanding.
    - Keeping responses simple, clear, and concise.
    - Providing the necessary information within the character limit (if applicable).
    - Following any specific guidelines or protocols provided by the entity.

- **Don'ts**:
    - Do not use contractions such as “don't,” “won't,” “shouldn't”. Write “do not,” “will not,” “would not”, “should not” etc.
    - Do not use informal, offensive, or slang language.
    - Do not overuse exclamation marks.
    - Do not use excessive technical terms that may confuse the customer.
    - Do not use excessive abbreviations or acronyms that may be unclear or unprofessional.
    - Do not include sensitive or confidential information.

2. **Numbers, Dates and Symbols:**

- **Do's:**
    - Headings and titles to be title case, including service names.
    - Writing dates like this: Date Month Year (15 April 2023). You can use short forms (Jan, Dec).
    - Use the 12-hour clock system. Write HH:MM; for example, 10:30AM. Use AM and PM (without space after the digits).
    - Express money and currency like this: AED 35.7 billion. And write AED 35,000 (if there is no Fils value). If there is a value in Fils, write AED 35,000.75
    - Writing telephone numbers with full country code like this:
    - +971 50 123 4567
    - Using this type () of brackets.

- **Don'ts:**
    - Do not use ampersand (&) in sentences unless it is the way the company/entity usually displays it to the customer.
    - Do not use [], <> and {}.

3. **Starting a Conversation:**

- **Do's**:
  - Asking if the customer prefers communication in Arabic or English for better understanding.
  - Greeting the customer warmly with a friendly tone like “Assalamu Alaikum” or “Hello” and identifying your entity name “Welcome to (Entity Name).”
  - Introducing the chatbot (for example, “I am your virtual assistant here to help you”).
  - Asking the customer for their name or reference number for better assistance.
  - Using a friendly and professional expression when addressing the customer if their name is not known (for example, “Dear customer”).
  - Asking the customer how you can assist them.
  - Speaking in a polite and welcoming manner throughout the conversation.
  - Providing a brief explanation of what the chatbot can help with (for example, "I can assist you with enquiries about services, status updates, and more").

- **Don'ts:**
  - Do not use too many automated responses without acknowledging the customer's specific input.
  - Do not start with complex questions or requests without first understanding the customer's main concern.

4. **During the Interaction:**

- **Do's**:
  - Providing clear and concise instructions for any action the customer needs to take.
  - Offering alternative solutions or options, if available, to meet the customer's needs.
  - Confirming understanding by rephrasing the customer's query (for example, "If I understand correctly, you are asking about...?").

- **Don'ts**:
  - Do not provide incorrect or vague information that can confuse the customer.
  - Do not use a monotone or robotic language that lacks warmth and empathy.

5. **Handling Errors and Issues:**

- **Do's:**
  - Apologising if the chatbot makes an error or cannot assist (for example, “I apologise for the mistake that occurred”).
  - Suggesting alternative solutions or the next steps the customer can take.

- Offering to escalate the issue to a cx agent when necessary.
- Displaying clear and understandable error messages (for example, “I am sorry, I didn't understand that. Can you please rephrase your enquiry?”).
- Providing options for what the customer can do next when the chatbot cannot assist (for example, I cannot assist you with your inquiry. You can visit the nearest service center at google.com/maps or contact us through 600888.).

- **Don’ts**:
  - Do not display error messages without explaining the reasons or providing alternative solutions.

6. Ending a Conversation:

- **Do’s**:
  - Summarising the key points discussed and confirming that the customer's needs have been fully addressed.
  - Providing clear instructions for any necessary follow-up actions and clarifying next steps if needed.
  - Asking the customer if there is anything else you can assist them with.
  - Thanking the customer for their time and ending the conversation with a polite and professional closing statement.
  - Informing the customer that they can track their request through the available online channels (for example, TAMM website or mobile app).
  - Offering a satisfaction survey at the end of the conversation to gather customer feedback.

- **Don’ts**:
  - Do not end the conversation abruptly without confirming the customer's desire to end it
  - Do not rush through the ending without giving the customer an opportunity to ask final questions.
  - Do not leave the conversation on a negative note.

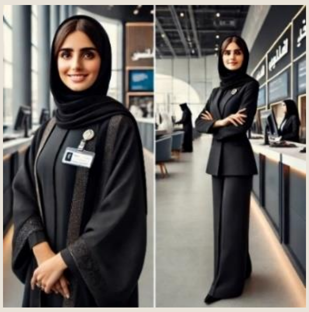
Part Three: Code of Appearance

Personal appearance reflects the professionalism and values of the entity in front of customers, directly influencing the first impression of the entity and the emirate in general.

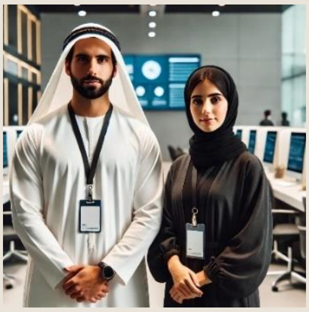
This guide provides standards and guidelines established to ensure excellence and professionalism.

Professional Attire:

1. Dress in formal attire or traditional garments such as:
   - UAE Nationals:
     - The well-known white and plain Arab cloak (kandura) with egal and guthra for men.
     - Black and plain gown (abaya) and shayla for women.
   - Non-UAE Nationals”
     - Dark colours suits with subtle tie for men.
       - Formal attire (jacket and trousers/ jacket and skirt) in dark colours for women should be appropriate in terms of length and width and align with Emirati culture.



2. Wearing an identification badge or credential and keeping it visible while on duty.



3. Avoiding the wear of coloured kandura or abaya.
4. Avoiding the wear of guthra without egal.
5. Avoiding the wear of all types of jeans or sportswear.
6. Limiting the use of accessories to those that are subtle and professional in nature.
7. Avoiding excessive makeup for women.

Personal Hygiene and Grooming:

1. Ensuring hair is neat, well-kempt, and styled appropriately for the workplace.
2. Keeping nails clean and trimmed, and avoiding excessively long nails or bright, distracting nail polish for women.
3. Ensuring clothing is clean, well-fitted, and free of wrinkles, stains, or odours.
4. Sustaining grooming routines and oral hygiene.
5. Maintaining well-groomed facial hair.
6. Avoiding the use of strong or overpowering fragrances that may cause discomfort or allergies to others in the workplace.

Additional Resources:

1. Employees are encouraged to consult with their supervisor or the Human Resources (HR) department for further guidance on appropriate attire.
2. The entity may provide additional resources, such as dress code guidelines for specific departments or events.

Part Four: Service and Call Centre's Scenarios

This part outlines the recommended scripts, language, and best practices that all service and call centre agents should adhere to when handling customer enquiries and concerns.

The "Scripts" part provides sample dialogue and responses for these common interaction scenarios. CX agents should use these scripts as a guide, while also being flexible to adapt to each customer's unique needs.

Service Centre

Service Centre Scripts:

Stage	#	Status	Required Action	Script
Greeting	1	Greeting	Follow Script	1. "Hello, welcome to [Entity's Name]. My name is [Agent's Name], and I am a [Agent position]" 2. "May I know your name?" (**Note:** Use the customer's name moderately throughout the conversation)
Initial Enquiry	2	Initial Enquiry	Follow Script	"Great, how may I assist you?"
Classify the Type of Required Support	3	Classify Required Support	Use Specified Script Based on the type of support required	
	3.1	Information Request	Follow Script	"I am here to provide the information you need. Could you please specify what information you are looking for?"
	3.2	Application Processing	Follow Script	"Okay. Please, can you provide me with some information so that I can carry out this process?"
	3.3	Appointment Scheduling	Follow Script	"I would be happy to help you schedule an appointment. What day and time are you looking for, and for which service?"
	3.4	Reporting Issues	Follow Script	"I'm sorry to hear that you're encountering this problem. Can you describe the issue in more detail so that we can address and resolve it promptly?"
	3.5	Feedback and Complaints	Follow Script	"I apologise for this difficulty you are facing, and I am committed to address this issue for you. Can you please tell me more details about it?"
	3.6	Technical Support	Follow Script	"I'm here to help with any technical issues you might be facing. Can you describe the problem you are experiencing or any error messages you encountered?"
	3.7	Emergency Services	Follow Script	"For immediate assistance, I need to understand the situation clearly. Can you please describe the help you require right now?"
	3.8	Payment & Billing Enquiries	Follow Script	"I see that you have questions about payment or billing. Could you please provide me with the invoice number or the details of the transaction?"
Check Complexity of the Request and the Need for Specialised Support	4	Is There a Need for Specialised Support?	Follow the Specified Script Based on the Complexity of the Request	
	4.1	Simple Request that Does not Need Specialised Support	Follow Script	"Here is what we can do to sort this out for you. [Provide solution]."
	4.2	Complicated Request that Needs Specialised Support	Follow One of These Scripts	• **Kindly Ask the customer to wait while checking for information and solution:** 1. "I apologise for the inconvenience, but I need to check some information for you. Can you please wait for me for [Estimated waiting time]?" 2. "Thank you for waiting; based on the information you provided, [elaborate on solution]" • **Direct Customer to Specialised Department** 1. "I apologise for the inconvenience. To ensure you get the assistance you need, I must direct you to the appropriate department. Please go to [Specialised Department Location] " 2. **Specialised Department:** "Hello. My name is [Agent's Name]. I am a [Agent Role] I have been briefed on your situation, and I am here to ensure we resolve this together. How may I assist you further today?"

	4.2.1	Providing Detailed Information/ Solution	Follow Script	"Thanks for sharing that with me. Here is what we can do to sort this out for you. [elaborate on solution]."
Additional Assistance	5	Additional Requests / enquiries?	Follow Script, then if there are additional requests/enquiries: Go to step 3	"I'm glad I could help you with your current enquiry. Is there anything else I can assist you with today? "
Closure	6	Closure	Follow Script	"Thank you for visiting [Entity's Name]. It was a pleasure assisting you today. Have a wonderful day!"
Special cases				
System Outage	-	System Outage	Follow Script	"I apologise for any inconvenience, we are currently facing a technical difficulty, and expect the service to be back within [Estimated time]"
Customer Mood	-	Angry Customer	Follow Script	"I am sorry you had to face this issue. I understand your frustration, and I am committed to assisting you. Can you please tell me more details about it?"
	-	Ineligible Customer	Follow Script	"I understand your frustration, and I want to explain to you that in order to be eligible for this service you have to [Explain what needs to be done to be eligible], and for more clarification I can direct you to the specialised department"
Need for Additional Information	-	When Additional Information is Needed from Customer	Follow One of These Scripts	"To assist you further, I will need some additional details. Could you please provide [specify the type of information needed, e.g., account number, date of the incident, specific details of the request]?" • (if the customer has the information): "Thank you for providing that. Please wait a few moments while I look that up for you." • (If the information is wrong): "I'm sorry, but the information provided does not match our records. Could you please double-check your details and provide them again?" • (if the customer does not have the information currently): "No problem at all. I can guide you on how to find this information. [Provide instructions on where or how the customer can retrieve the necessary details]. Once you have this information, please feel free to visit us again."
Actions and Follow-up	-	Follow-Up Required	Follow Script	"It seems we'll need a bit more information to completely resolve this matter. Can you visit us again at [Time for next visit], or I can contact you again for a follow-up to ensure everything is addressed thoroughly? Could you please let me know what time would be convenient for you?"

Call Centre

Call Centre Scripts:

Stage	#	Status	Required Action	Script
Greeting	1	Greeting	Follow Script	1. "Hello, thank you for calling [Entity's Name]. My name is [Agent's Name], and I am a [Agent position]" 2. "May I know your name?" (**Note:** Use the customer's name moderately throughout the conversation**)**
Initial Enquiry	2	Initial Enquiry	Follow Script	"Great, how may I assist you?"
Classify the Type of Required Support	3	Required Support	Use Specified Script Based on the type of support required	
	3.1	Information Request	Follow Script	"I am here to provide the information you need. Could you please specify what information you are looking for?"
	3.2	Application Processing	Follow Script	"Okay. Please, can you provide me with some information so that I can carry out this process?"
	3.3	Appointment Scheduling	Follow Script	"I would be happy to help you schedule an appointment. What day and time are you looking for, and for which service?"
	3.4	Reporting Issues	Follow Script	"I'm sorry to hear that you're encountering this problem. Can you describe the issue in more detail so that we can address and resolve it promptly?"
	3.5	Feedback and Complaints	Follow Script	"I apologise for this difficulty you are facing, and I am committed to address this issue for you. Can you please tell me more details about it?"
	3.6	Technical Support	Follow Script	"I'm here to help with any technical issues you might be facing. Can you describe the problem you are experiencing or any error messages you encountered?"
	3.7	Emergency Services	Follow Script	"For immediate assistance, I need to understand the situation clearly. Can you please describe the help you require right now?"
	3.8	Payment & Billing Enquiries	Follow Script	"I see that you have questions about payment or billing. Could you please provide me with the invoice number or the details of the transaction?"
Check Complexity of the Request and the Need for Specialised Support	4	Is There a Need for Specialised Support?	Follow the Specified Script Based on the Complexity of the Request	
	4.1	Simple Request that Does not Need Specialised Support	Follow Script	"Here is what we can do to sort this out for you. [Provide solution]."
	4.2	Complicated Request that Needs Specialised Support	Follow One of These Scripts	• **Putting Customer on Hold** 1. "I apologise for the inconvenience. May I place you on hold for [Estimated time]? I need to check some information for you." 2. "Thank you for your patience, based on the information you provided, [elaborate on solution]" • **Transfer call to Specialised Department** 1. "I apologise for the inconvenience. To ensure you get the assistance you need, I must transfer the call to the appropriate department. Kindly stay online, and I will connect you soon. [Transfer Call to Specialised Department] " 2. **Specialised Department:** "Hello. Thank you for calling [Entity's Name]. My name is [Agent's Name]. I am a [Agent Role] I have been briefed on your situation, and I am here to ensure we resolve this together. How may I assist you further today?"
	4.2.1	Providing Detailed Information/ Solution	Follow Script	"Thanks for sharing that with me. Here is what we can do to sort this out for you. [elaborate on solution]."
Additional Assistance	5	Additional Requests / enquiries?	Follow Script, then if there are additional requests/enquiries: Go to step 3	"I'm glad I could help you with your current enquiry. Is there anything else I can assist you with today?"
Closure	6	Closure	Follow Script	"Thank you for contacting [Entity's Name]. It was a pleasure assisting you today. Have a wonderful day!"

Special cases				
System Outage	-	System Outage	Follow Script	“I apologise for any inconvenience, we are currently facing a technical difficulty, and expect the service to be back within [Estimated time]”
Customer Mood	-	Angry Customer	Follow Script	"I am sorry you had to face this issue. I understand your frustration, and I am committed to assisting you. Can you please tell me more details about it?"
	-	Ineligible Customer	Follow Script	“I understand your frustration, and I want to explain to you that in order to be eligible for this service you have to [Explain what needs to be done to be eligible], and for more clarification I can direct you to the specialised department”
Need for Additional Information	-	When Additional Information is Needed from Customer	Follow One of These Scripts	"To assist you further, I will need some additional details. Could you please provide [specify the type of information needed, e.g., account number, date of the incident, specific details of the request]?” • (if the customer has the information): "Thank you for providing that. Just a moment while I look that up for you.” • (If the information is wrong): "I'm sorry, but the information provided does not match our records. Could you please double-check your details and provide them again?” • (if the customer does not have the information currently): "No problem at all. I can guide you on how to find this information. [Provide instructions on where or how the customer can retrieve the necessary details]. Once you have this information, please feel free to call us back, or if you prefer, I can also set up a follow-up call to continue assisting you. Which option works best for you?"
Actions and Follow-up	-	Follow-Up Required	Follow Script	"It seems we'll need a bit more information to completely resolve this matter. I will schedule a follow-up call to ensure everything is addressed thoroughly. Could you please let me know what time would be convenient for you?"

Part Five: Language and Grammar

Spelling and Grammar

Common Mistake	Correct Rule	Wrong Example	Correct Example
Spelling and Grammatical Mistakes	Writing should be free of spelling and grammatical mistakes.	We have received your complaint.	We have received your complaint.
American English usage	Use British English (for example, licence, enquire, programme, centre, colour, and customise).	The program is starting next week.	The programme is starting next week.
Incorrect punctuation	Apply punctuation marks appropriately and in accordance with standard grammar conventions.	Please, submit your documents.	Please submit your documents.
Using ampersand incorrectly	It is preferred to use the full word "and" instead of the ampersand "&" symbol. For headings and common phrases, the ampersand may be used.	We provide support & services.	We provide support and services.
Over-using exclamation marks	Avoid over-using exclamation mark as much as possible.	Congratulations! Your application is approved!	Congratulations, your application is approved.
Incorrect capitalisation in headings	Headings and titles should be title case.	customer service information	Customer Service Information
Not Capitalising names	Capitalise the first letter in names	ahmed ali mohammed	Ahmed Ali Mohammed

Tone

Common Mistake	Correct Rule	Wrong Example	Correct Example
Unprofessional tone	Use a professional and respectful tone; refrain from typing in all capital letters.	PLEASE CONTACT US IMMEDIATELY.	Please contact us as soon as possible.

Language

Common Mistake	Correct Rule	Wrong Example	Correct Example
Using informal or offensive language	Do not use informal, offensive or slang language.	Hey, drop us a line if you need help.	Please contact us if you need assistance.

Complex language	Use clear and simple language to ensure the customer's understanding.	We will expedite the process posthaste.	We will speed up the process quickly.
Using contractions	Do not use contractions such as “don’t,” “won’t,” “shouldn’t”.	Don’t hesitate to contact us.	Do not hesitate to contact us.
Using technical jargon	Do not use complicated technical terms that may confuse the customer.	The system will interface with the API.	The system will connect with the application.
Using excessive abbreviations	Do not use excessive abbreviations or acronyms that may be unclear and confuse the customer.	Your RFP has been approved by the PMO.	Your Request for Proposal has been approved by the Project Management Office.

Dates

Common Mistake	Correct Rule	Wrong Example	Correct Example
Using different methods to write dates, for example: • The months are expressed sometimes in numbers and sometimes in words. • The horizontal hyphen "-" is used as a separator between numbers on some occasions, and the forward slash "/" on other occasions.	Using a consistent format when writing dates to ensure clarity and reliability. Accordingly, the following is recommended: • Write the Gregorian and Hijri months in the form of words. • Use a space as a separator between the day, month, and year, not the horizontal hyphen "-" or the forward slash "/". Express the day with two digits and the year with four digits.	15/5/2024 1445/9/29 2-6-24	15 May 2024 29 Ramadan1445 02 June2024

Time

Common Mistake	Correct Rule	Wrong Example	Correct Example
Express the hours using a single number, without showing the minutes.	Always write the hours and minutes in full format.	At 3	At 3:00
Use the word "Evening" to express any time after 12:00 PM, or the word "Morning" to express any time after 12:00 AM.	Use "PM" to express any time after 12:00 PM, and "AM" to express any time after 12:00AM, without space between the time any “AM” or “PM”	• Your appointment has been confirmed for 3 o'clock on May 15, 2024. • The appointment has been rescheduled per your request to half past 12 on May 15, 2024	• Your appointment has been confirmed for 3:00PM on May 15, 2024. • The appointment has been rescheduled per your request to 12:30PM on 15 May 2024
There is no specific rule for expressing days, whether using hourly counts or day counts.	• Use the hourly count rule if the waiting period does not exceed two days, such as "within 24 hours" or "within 48 hours". • Use the day count rule if the period is "3 days", such as saying "3 days". If the period exceeds "3 days", the end date of the period must be written.	Your inquiry will be answered within two working days. Your appointment will be scheduled within 72 hours. The team will resolve the issue within 4 working days.	Your inquiry will be answered within 48 hours. Your appointment will be scheduled within 3 working days. The team will resolve the issue by 15 May 2024