

OUR CORE VALUES AND GUIDING PRINCIPLES**Customer-Centric Service**

- We prioritise customers at every interaction.
- We ensure natural and accommodating communication.
- We demonstrate understanding and empathy.
- We respond promptly and efficiently to your requests, valuing your time.

Seamless Experience and Proactive Approach

- We provide seamless and proactive services.
- We communicate clearly across all channels.
- We simplify access to necessary information.
- We identify and address potential problems before they are escalated.

Dedication and Empowerment

- We display professionalism in everything we do.
- We maintain transparency in our interactions.
- We empower our employees to create innovative solutions that truly serve our customers' needs.

Excellence and Innovation

- We are committed to excellence and quality, seeking to exceed your expectations.
- We explore opportunities to enhance customer experiences.
- We leverage customer feedback to deliver improvements across all service offerings.

OUR COMMITMENT TO YOU**Professionalism and Reliability**

- We provide a hospitable environment that promotes a culture of happiness and positivity.
- We will always treat you with respect.
- We will deliver high standards of service that are fair, accurate and transparent.
- We will be professional and cooperative and respond to all questions in a timely manner.
- We promote working with our customers towards a better future.

Efficiency and Simplicity

- We have comprehensively designed our services for speed and simplicity, with minimal steps for optimal efficiency.
- We strive for service excellence and innovative solutions.
- We offer multi-channel services and payment methods for your convenience.
- We are committed to providing you a hassle-free experience, making your journey as smooth as possible.

YOUR COMMITMENT TO US**Respect and Honesty**

- Treat employees with respect and integrity.
- Provide the necessary documents to complete a service.
- Inform us immediately of any changes to the information provided, or in case of error.
- Your commitment to a long-term partnership built on respect and honesty reflects a shared vision for enduring and mutually beneficial collaboration.

Collaboration

- We encourage timely responses to queries from our employees to ensure service quality.
- Partner with us when designing, developing, and shaping future services.
- Evaluate our services and provide transparent feedback to help us improve our services.
- Share your positive experiences with others.

MEASURING SUCCESS

We continuously seek to enhance customer experience through an engaging and proactive approach. We continuously review the services we provide to ensure that they comply with the highest standards and meet customer expectations effectively.

**Captain Ammar Al Shaiba**

CEO - Maritime & Shipping Cluster, AD Ports Group

WE WELCOME FEEDBACK

- We value your feedback and suggestions.
- We give you various options to connect with us.
- We consider all feedback as opportunities to improve.
- Our approach to handling complaints is to listen fully, then respond calmly and sincerely.
- We follow up promptly and transparently.

**Reach us, anytime!**

Help us enhance our service and build a stronger connection with you. Please share suggestions through any of our available channels.