



مصرف الإمارات العربية المتحدة المركزي  
CENTRAL BANK OF THE U.A.E.

## CUSTOMER CHARTER

The Central Bank of the UAE is committed to providing leading customer service which not only meets requirements, but exceeds expectations.

### Customer Happiness Formula

**Proud employee**



**Dedicated entity**



**Positive and proactive customer**



**We pledge to make you happy**

- Greet you with a smile
- Make an excellent first impression
- Be courteous and polite
- Be a great listener
- Be professional and helpful
- Show initiative
- Be positive
- Be innovative in service provision
- Deliver a "wow" experience
- Go the extra mile

**We work to make you happy**

- Provide a happy and positive culture and environment
- Simplify and speed up service delivery
- Know consumer's preferences and personalise the experience
- Offer services at the customer's convenience
- Provide fair and unbiased service
- Go beyond expectations
- Be attentive
- Engage the customer to improve services
- Continuously innovate
- Maintain a collaborative team spirit

**Help us make you happy**

- Provide accurate and up-to-date information
- Offer constructive feedback and positive suggestions
- Participate in service cocreation
- Be our partner in shaping the future of our services
- Share your happy and positive experience

**= Customer Happiness**



"The role of the CBUAE is crucial to the financial success, stability and security of the UAE. We are dedicated to providing worldclass service to our citizens and residents, protecting the rights of the consumer, leading the way in technology and innovation and building trust in our financial institutions. In the words of our great leaders: "Excellence is not a destination where you go to rest, it is a journey that never ends".

H.E. Mubarak Rashed Al Mansoori  
Governor of the Central bank of the UAE