

Customers Happiness Formula

Proud Employee



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

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Dedicated Entity



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

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Positive and Proactive Customer



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

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Customers Happiness



“The Central Bank of the United Arab Emirates is committed to providing best services on the highest levels and as per the global best practices, ensuring the protection of all stakeholders’ rights and the achievement of their happiness”

H.E. Khaled Mohamed Balama
Governor of the Central Bank of the UAE