

منشآت  
monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة  
Small & Medium Enterprises General Authority

# Customer Satisfaction Measurement

## The Small and Medium Enterprises General Authority

Q4 of 2023

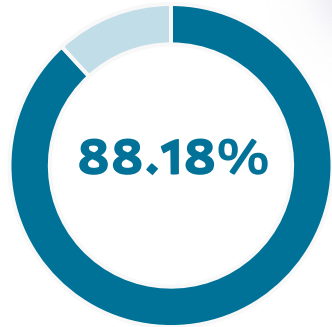
## Report Contents

- 1 Customer Satisfaction Measurement on the Authority Level
- 2 Customer Satisfaction Measurement on Monsha'at Services Level
- 3 Complaints Report

# Customer Satisfaction Measurement Indexes on the Authority Level

## (Second Level) Standards Index

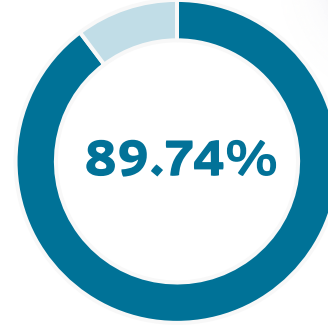
Channels



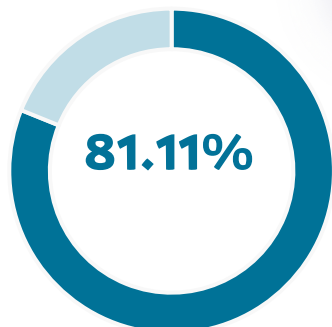
Location



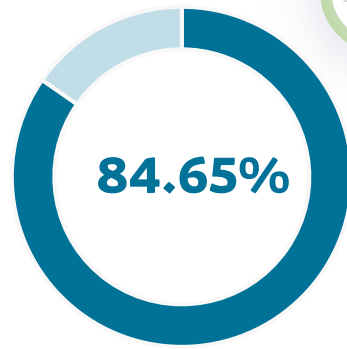
Procedures



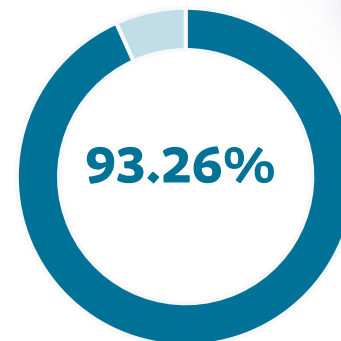
Outcomes



Speed

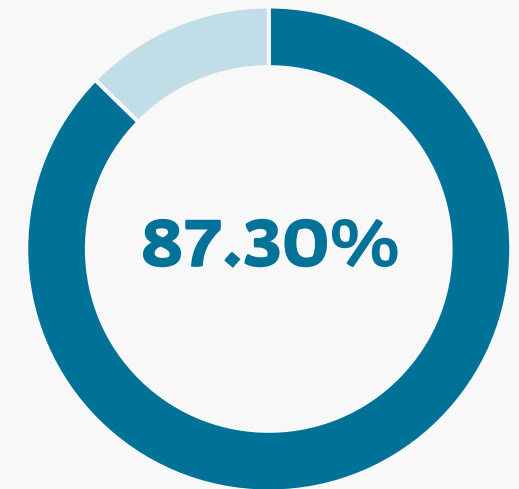


Employees



## (First Level) General Satisfaction Index

Sample size: 14.967



The overall customer satisfaction index is the result of the entire survey questionnaire

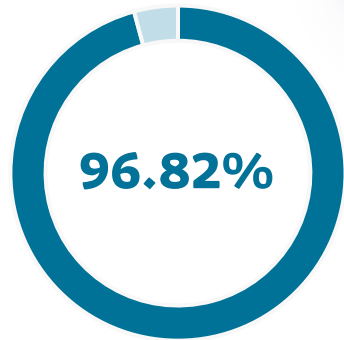
## Report Contents

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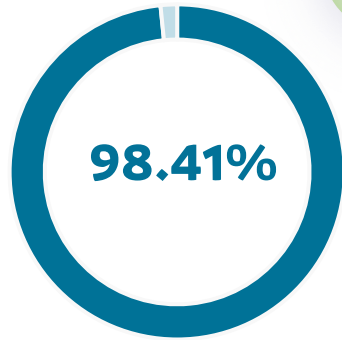
# SMEs Support Center

## (Second Level) Standards Index

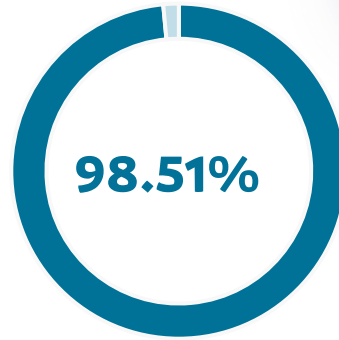
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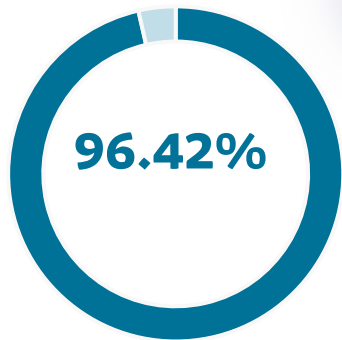
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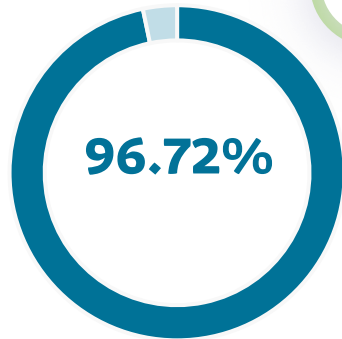
Procedures



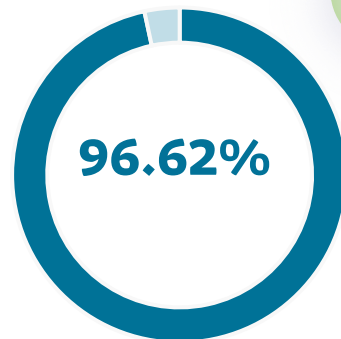
Outcomes



Speed

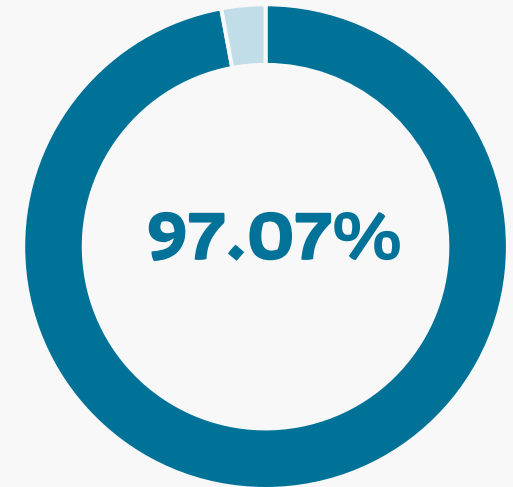


Employees



## (First Level) General Satisfaction Index

Sample size: 1006

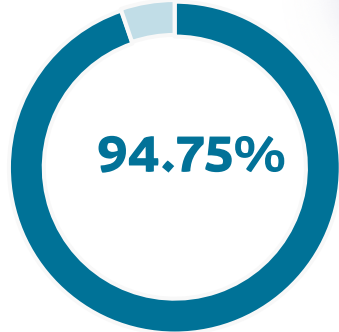


The overall customer satisfaction index is the result of the entire survey questionnaire

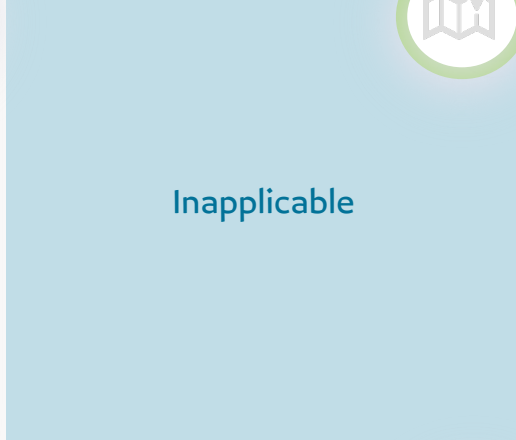
# Certificate of Enterprise Size

## (Second Level) Standards Index

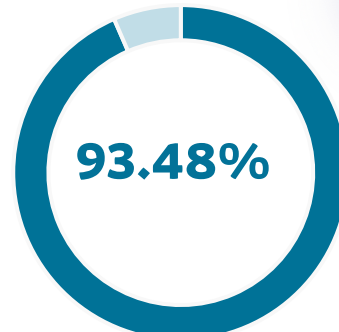
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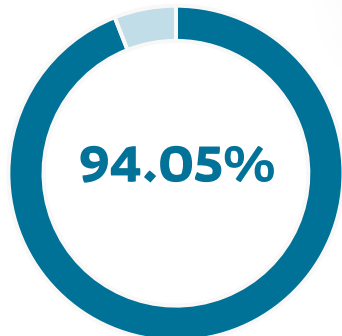
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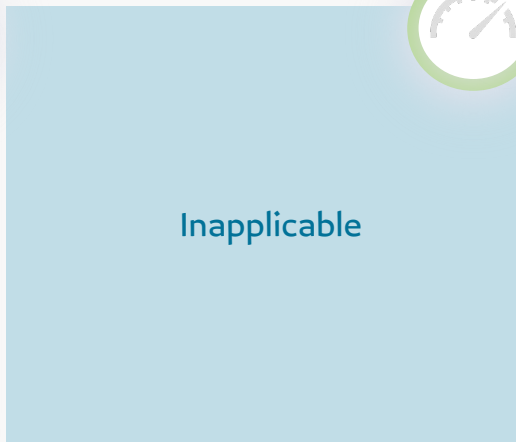
Procedures



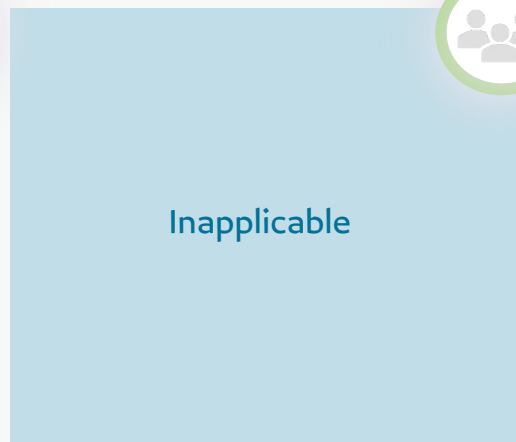
Outcomes



Speed

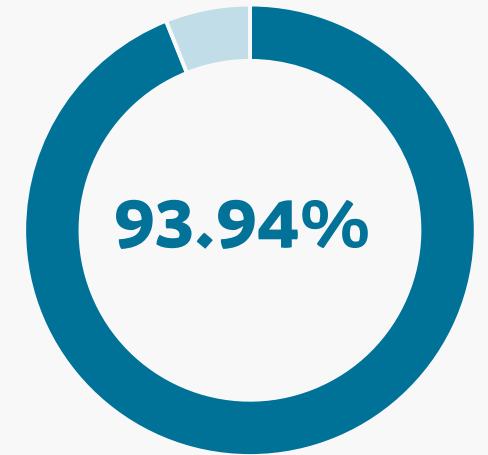


Employees



## (First Level) General Satisfaction Index

Sample size: 1580



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



94.07%

Speed



93.81%

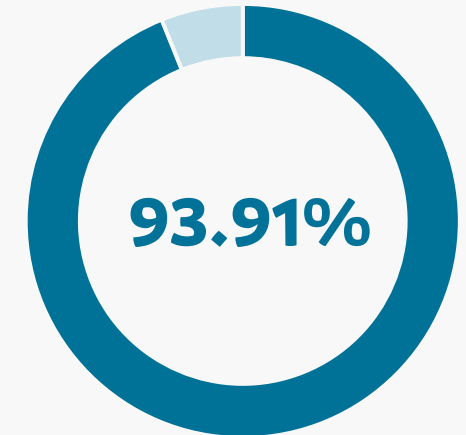
Employees



93.79%

## (First Level) General Satisfaction Index

Sample size: 2554



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



92.82%

Speed



92.39%

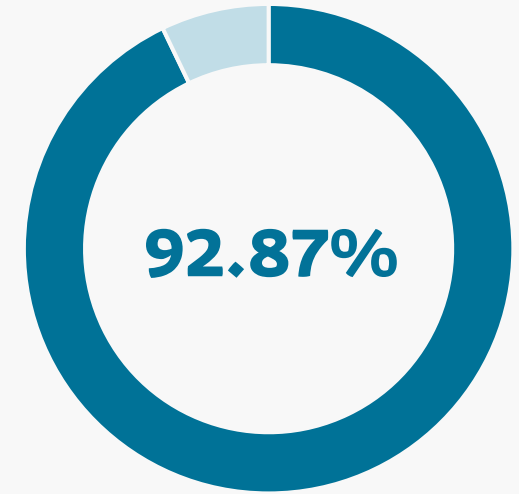
Employees



92.04%

## (First Level) General Satisfaction Index

Sample size: 9000

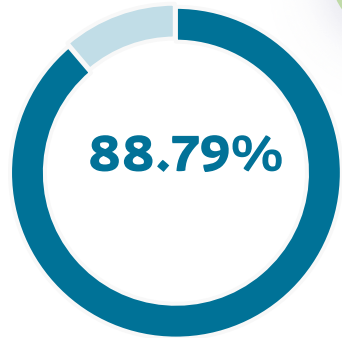


The overall customer satisfaction index is the result of the entire survey questionnaire

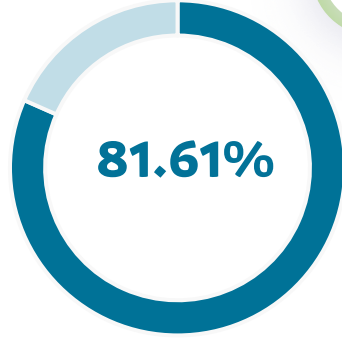


## (Second Level) Standards Index

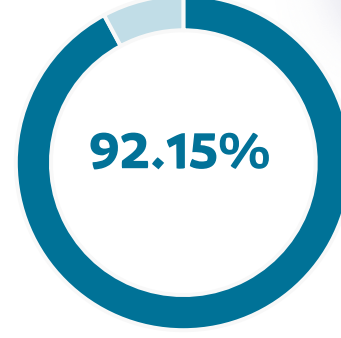
Channels



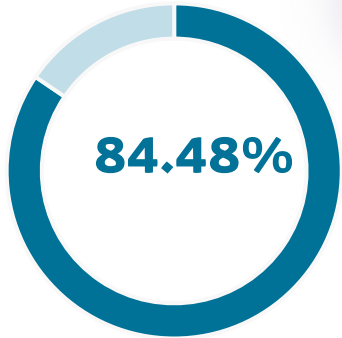
Location



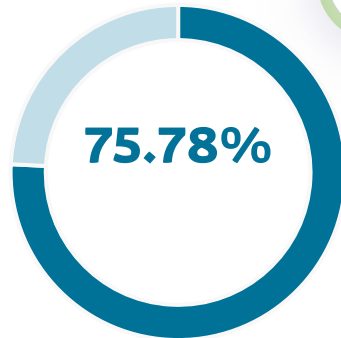
Procedures



Outcomes



Speed

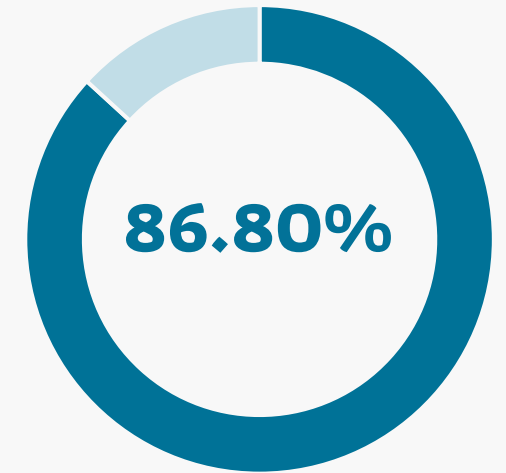


Employees



## (First Level) General Satisfaction Index

Sample size: 223



The overall customer satisfaction index is the result of the entire survey questionnaire

Customers have requested the selection of halls that are suitable for the number of registered participants in workshops and camps. Accordingly, training camp service providers have been notified that the number of registered participants should not exceed the capacity of the training hall, as this affects the quality of the workshops and camps.

\*The assigned management has been provided with the title of the workshops

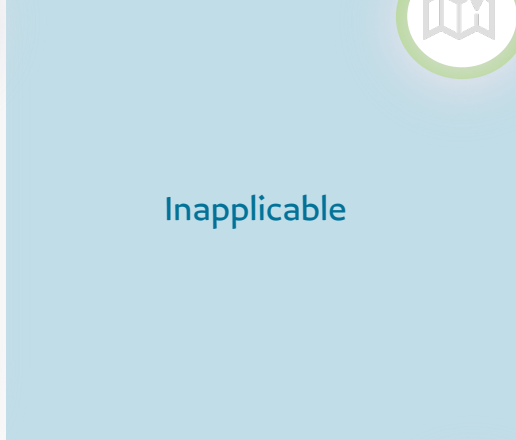
# Commercial Franchising Brokers Licensing

## (Second Level) Standards Index

Channels



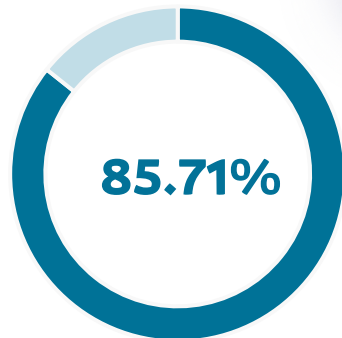
Location



Procedures



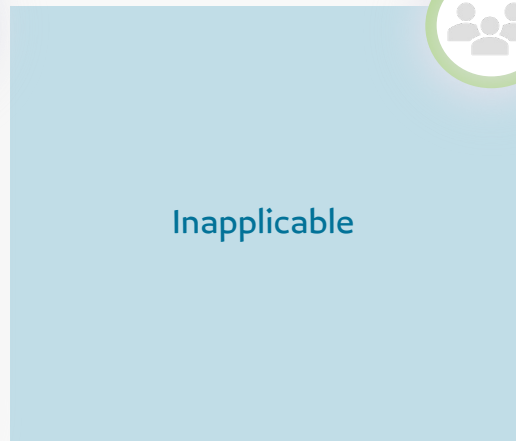
Outcomes



Speed

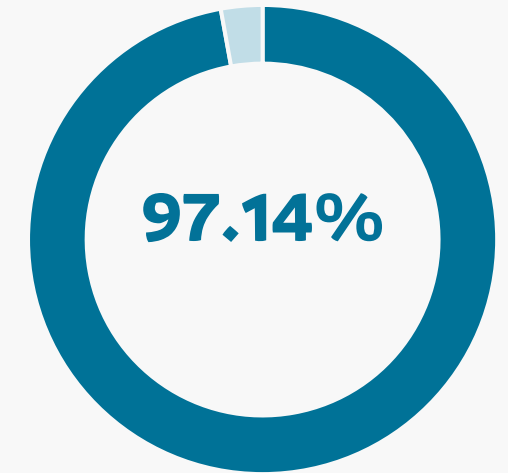


Employees



## (First Level) General Satisfaction Index

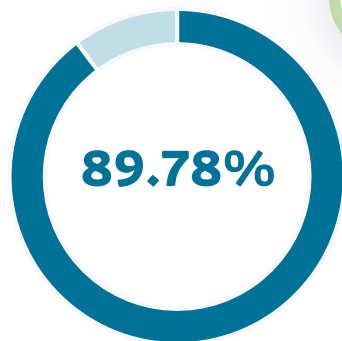
Sample size: 14



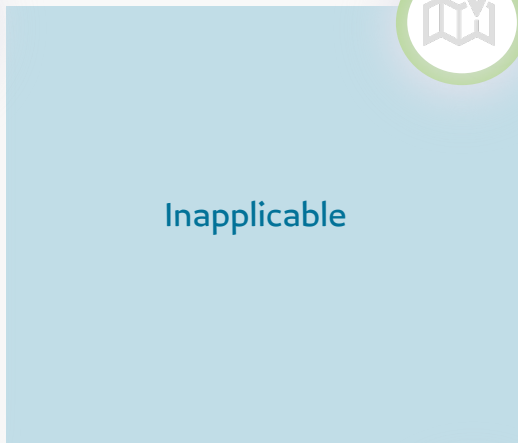
The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

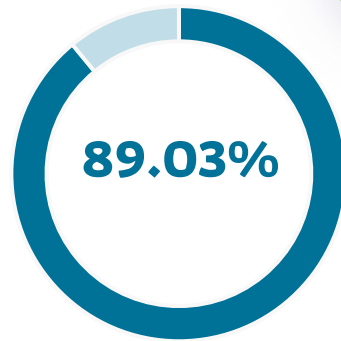
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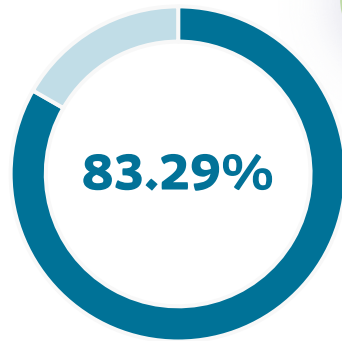
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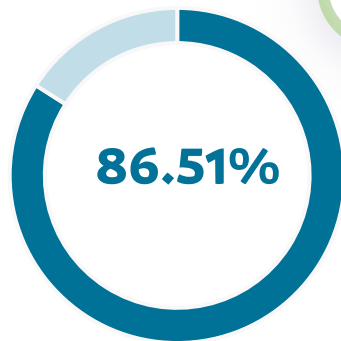
Procedures



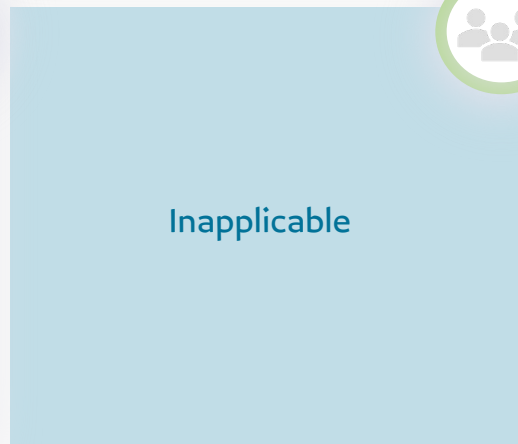
Outcomes



Speed

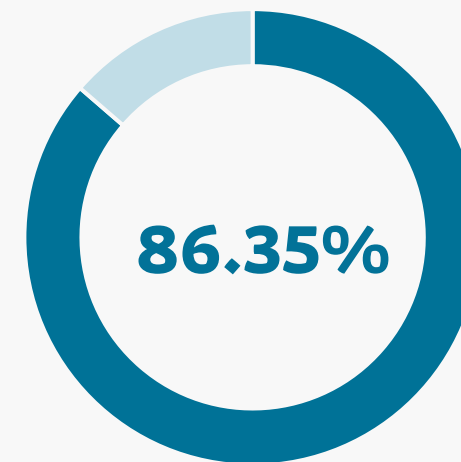


Employees



## (First Level) General Satisfaction Index

Sample size: 401



The overall customer satisfaction index is the result of the entire survey questionnaire

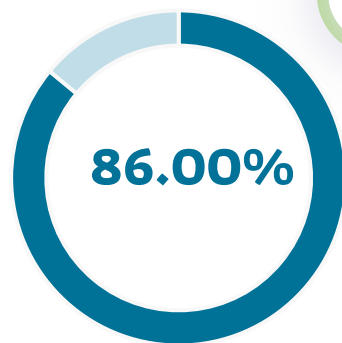
Customers have requested that the service provider respond promptly to submitted request. Accordingly, the service provider has been instructed to adhere to the time period specified in the service level agreement, which should not exceed the approved duration.

## (Second Level) Standards Index

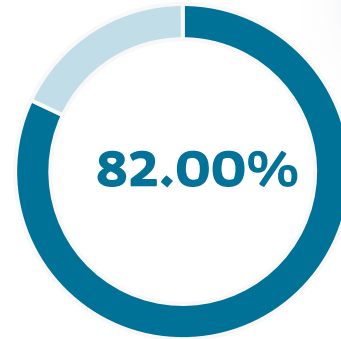
Channels



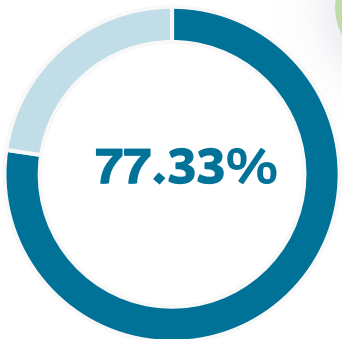
Location



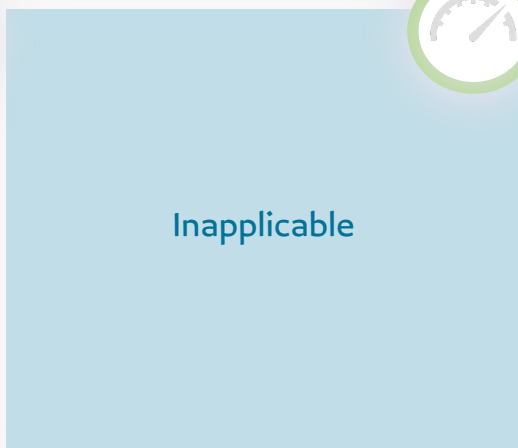
Procedures



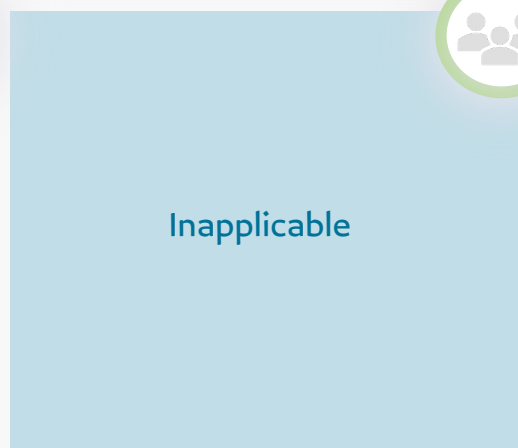
Outcomes



Speed

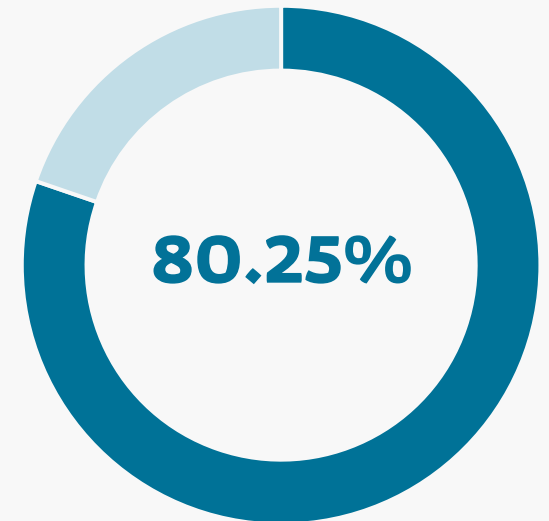


Employees



## (First Level) General Satisfaction Index

Sample size: 50



The overall customer satisfaction index is the result of the entire survey questionnaire

## Report Contents

- 1 Customer Satisfaction Measurement on the Authority Level
- 2 Customer Satisfaction Measurement on Monsha'at Services Level
- 3 Complaints Report

Services	Number of Complaints	Number of Closed Complaints	Procedures for Improving the Satisfaction Rate
Monsha'at Academy	46	46	<p><b>Surveying and studying the proposals submitted by customers, and working to analyze them to improve and increase the satisfaction rate</b></p>
Nawafth App	7	7	
Mazaya by Monsha'at	139	139	
Certificate of Enterprise Size	37	37	
Innovation Center	4	4	
Commercial Franchising Brokers Licensing	4	4	



# منشآت

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Thank you