

منشآت

monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Customer Satisfaction Measurement

The Small and Medium Enterprises General Authority

Q1 of 2024

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

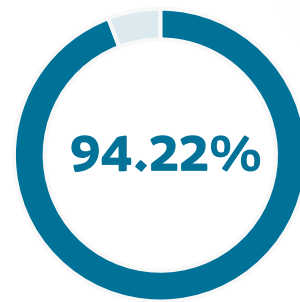
Channels



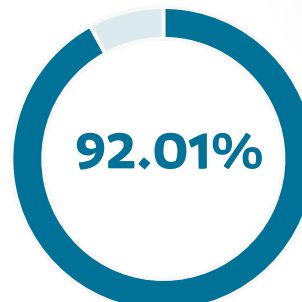
Location



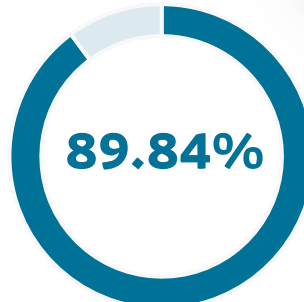
Procedures



Outcomes



Speed

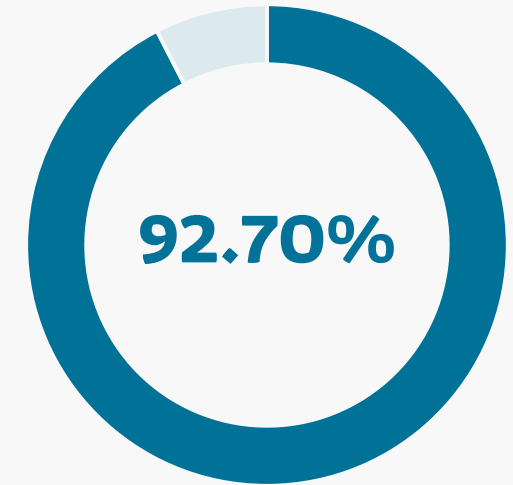


Employees



(First Level) General Satisfaction Index

Sample size: 18.550



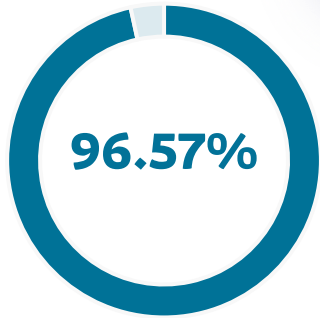
The overall customer satisfaction index is the result of the entire survey questionnaire

Report Contents

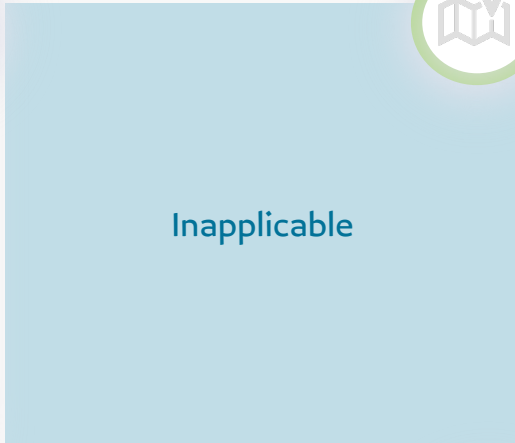
- 1 Customer Satisfaction Measurement on the Authority Level
- 2 Customer Satisfaction Measurement on Monsha'at Services Level
- 3 Complaints Report

(Second Level) Standards Index

Channels



Location



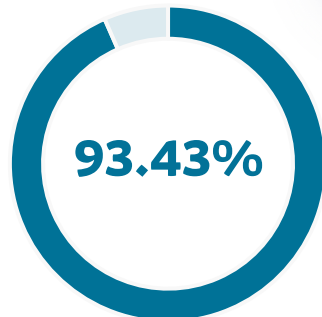
Procedures



Outcomes



Speed

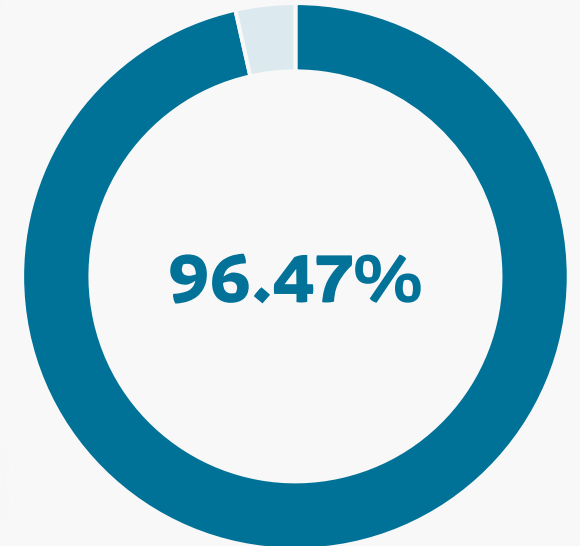


Employees



(First Level) General Satisfaction Index

Sample size: 609



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

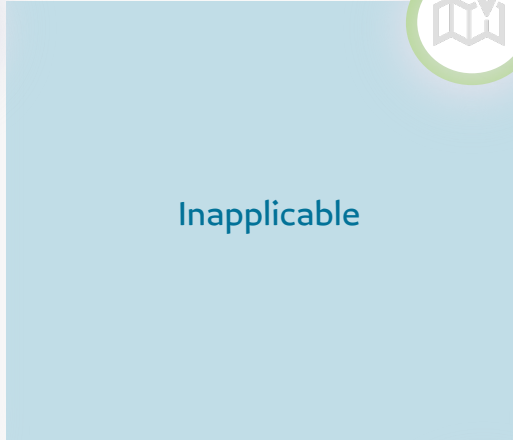
Consultations

(Second Level) Standards Index

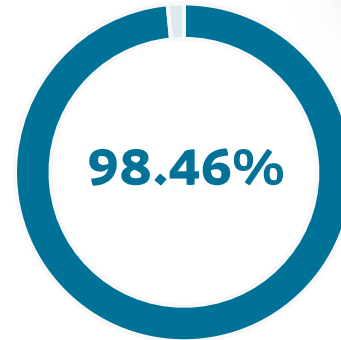
Channels



Location



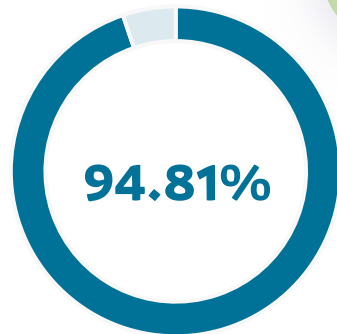
Procedures



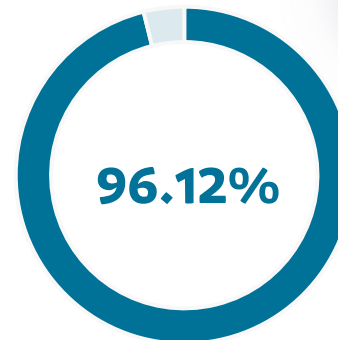
Outcomes



Speed

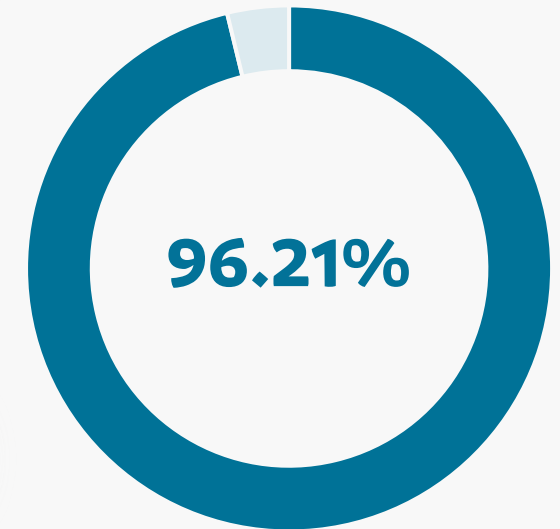


Employees



(First Level) General Satisfaction Index

Sample size: 3119

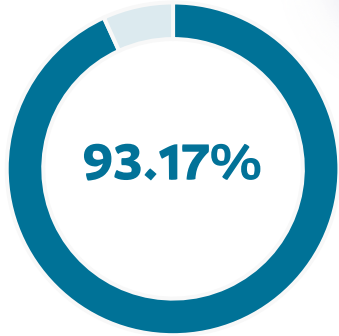


The overall customer satisfaction index is the result of the entire survey questionnaire

Certificate of Enterprise Size

(Second Level) Standards Index

Channels

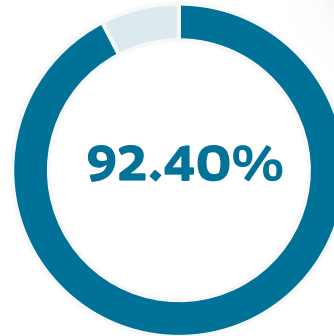


Location

Inapplicable



Procedures



Outcomes



Speed

Inapplicable



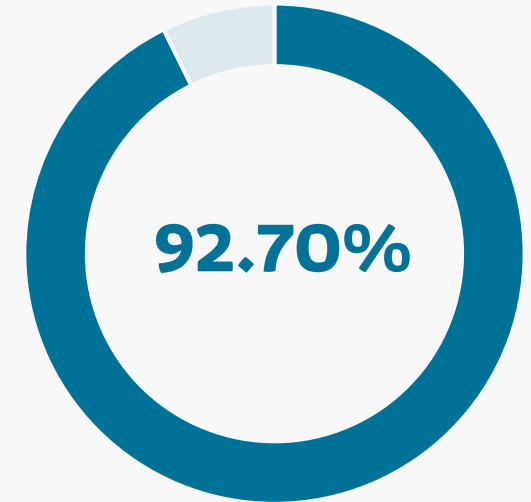
Employees

Inapplicable



(First Level) General Satisfaction Index

Sample size: 849



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

(Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



91.26%

Speed



90.61%

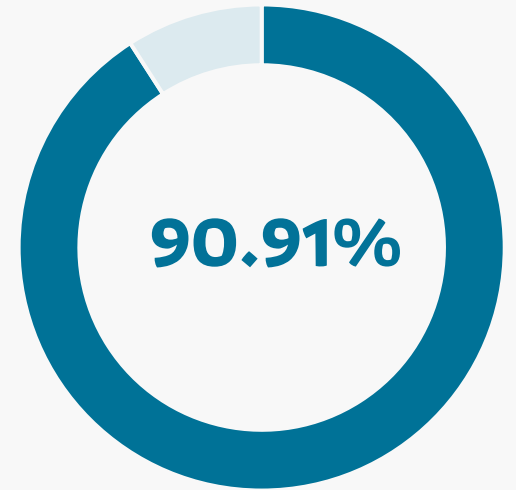
Employees



90.52%

(First Level) General Satisfaction Index

Sample size: 12.922



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

(Second Level) Standards Index

Channels



Inapplicable

Location



86.15%

Procedures



90.91%

Outcomes



89.32%

Speed



85.28%

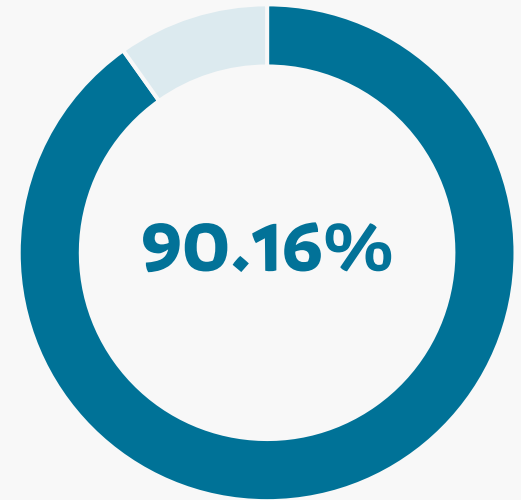
Employees



93.90%

(First Level) General Satisfaction Index

Sample size: 462



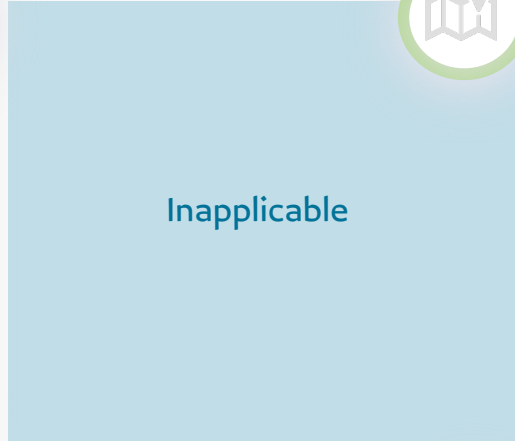
The overall customer satisfaction index is the result of the entire survey questionnaire

(Second Level) Standards Index

Channels



Location



Procedures



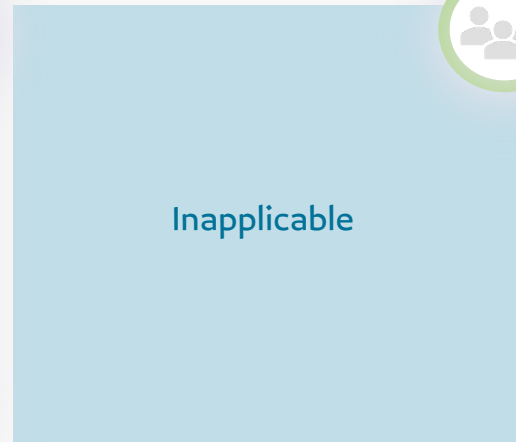
Outcomes



Speed

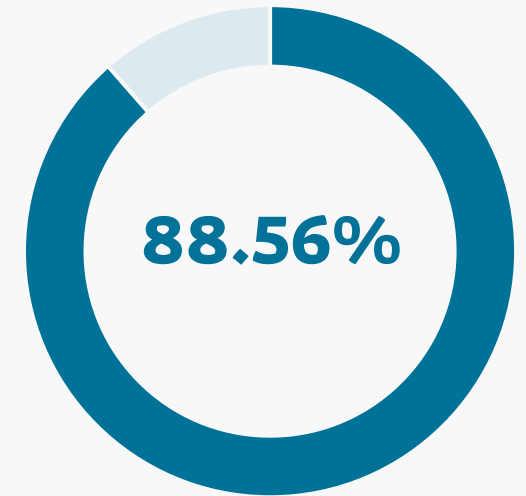


Employees



(First Level) General Satisfaction Index

Sample size: 401



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

Complaints Report - Q1 of 2024

| Services | Number of Complaints | Number of Closed Complaints | Procedures for Improving the Satisfaction Rate |
|--|----------------------|-----------------------------|--|
| Monsha'at Academy | 24 | 24 | <p>Surveying and studying the proposals submitted by customers, and working to analyze them to improve and increase the satisfaction rate</p> |
| Nawafth App | 3 | 3 | |
| Mazaya by Monsha'at | 208 | 208 | |
| Certificate of Enterprise Size | 26 | 26 | |
| Innovation Center | 5 | 5 | |
| Commercial Franchising Brokers Licensing | 3 | 3 | |

منشآت

monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Thank you