



مكتب التنظيم والرقابة لقطاع الكهرباء و المياه  
**RSB** FOR ELECTRICITY & WATER

**REGULATORY AND SUPERVISORY BUREAU FOR THE  
ELECTRICITY AND WATER SECTOR**

**REGULATIONS FOR DISTRICT COOLING PURSUANT TO  
EXECUTIVE COUNCIL RESOLUTION (6) OF 2021**

**RD05: THE CUSTOMER SERVICE CHARTER**

## Version History

ISSUE NO.	MODIFICATION	ISSUED	APPROVED	DATE
1.0	First Issue	J. Grinnell	G. Sims	23/03/2022
1.1	Refocus on wider customer service, introduction of mandatory KPIs	J. Grinnell	R. Alaileh	31/01/2025



## 1. Definitions and Interpretation

**Billing Services** – has the meaning given to it in the Resolution.

**Customer** – has the meaning given to it in the Resolution.

**Customer Service Charter** – is a document prepared by a Permit Holder in accordance with these regulations, which sets out the Permit Holders commitments to its Customers including the levels of service it expects to deliver.

**District Cooling Services** – has the meaning given to it in the Resolution.

**DSCE** – means the Dubai Supreme Council of Energy.

**Permit Holder** – has the meaning given to it in the Resolution.

**Resolution** – means Executive Council Resolution No. (6) of 2021 Regulating the Provision of District Cooling Services in the Emirate of Dubai.

**RSB** – means the Regulatory and Supervisory Bureau for the electricity and water sector.

## 2. Scope and Objective

- a. These regulations have been issued pursuant to articles 4(a)4 and 9(6) of the Resolution.
- b. These regulations apply to any Person furnishing or intending to furnish, District Cooling Services or Billing Services to Customers in the Emirate of Dubai.
- c. These regulations aim to improve visibility of the Permit Holder's performance and drive continual improvement in the standard of Customer service provided.
- d. The RSB reserves the right to update these regulations from time to time subject to the approval of the DSCE.

## 3. The Customer Service Charter

All Permit Holders, within six (6) months of being granted a permit, must develop and submit to the RSB for approval a Customer Service Charter setting out the Permit Holder's commitments to delivering Customer service. Once approved, the Permit Holder will publish his Customer Service Charter on his website and provide a reference to it in billing literature issued to Customers. The Permit Holder's Customer Service Charter shall, as a minimum, include such chapters, details, methods, forms and processes as outlined in these regulations.

## 4. General structure of the Customer Service Charter

- a. Introduction – which must set out the purpose of the Customer Service Charter, the Permit Holder's mission and values and its commitment to Customers. This introduction must also



set out a comprehensive scope of services provided in respect of District Cooling Services and/or Billing Services, as the case may be.

- b. Customer commitments – which must define:
  - i. The service standards the Permit Holder expects to deliver quantified by a range of KPIs including but not limited to, response times to enquiries, delivery times for the various services set out in the introduction and availability of services.
  - ii. The Permit Holder's commitment to communication standards such as clear, complete, accurate and timely information through various communication channels.
  - iii. The Permit Holders approach to privacy and data protection including setting out how Customers' data is stored and used and the provider's commitment to confidentiality.
- c. Expectations of Customers – Permit Holders may include a section that sets out what they expect from Customers in terms of respectful interaction, provision of information and adherence to the terms of service.
- d. Feedback and complaints handling – must include:
  - i. Information and guidance for Customers who wish to provide feedback, suggestions or complaints.
  - ii. A step-by-step outline of the Permit Holder's complaint management procedure coupled with expected timeframes for resolutions.
  - iii. Details of how Customers may escalate complaints where initial interactions do not meet the Customer's expectations. Whilst this section may refer to the RSB it must make clear the Permit Holder's commitment to resolve issues without regulatory intervention.
  - iv. An overview of how the Permit Holder gathers Customer feedback to improve services such as Customer satisfaction surveys.
- e. Service improvement and accountability – must include:
  - i. A commitment to continuous improvement, including regular reviews and updates of the Permit Holder's Customer Service Charter.
  - ii. Performance monitoring, including KPIs the Permit Holder tracks. This section must also include target service levels against each of the KPIs. The Permit Holder may



choose to monitor additional KPIs. However, the core indicators listed in Annex 1, on which the RSB may set minimum service level targets, must be included.

- iii. A commitment to transparency and reporting. The Permit Holder must produce and publish an annual report assessing its actual performance compared to the target performance in respect of each KPI. Furthermore, it must provide comment on its performance against expectations and set out its ambitions to improve over the coming year.
- f. A schedule of charges which must describe all charges the Permit Holder may apply whilst recognizing that charges may by location. The Permit Holder must explain the circumstances in which each charge is applicable.
- g. Contact information – this section must include phone, email, website, and any other means of communication for Customer service contacts. It must specify office hours and locations if applicable and must include links to online services such as FAQs and self-service portals.
- h. Forms and Templates – links for Customers to register complaints, feedback, service requests, and satisfaction with services must be included in this section.
- i. Other information – the Permit Holder may choose to add additional sections to its Customer Service Charter.



## Annex 1: Mandatory KPIs

KPIs (to be published and included in annual reports to the RSB)	Definition
<ul style="list-style-type: none"> <li>Customer Satisfaction</li> </ul>	
1. Happiness Index	The percentage of users/votes satisfied with the services provided. Derived through the Permit Holder's Customer Surveys.
<ul style="list-style-type: none"> <li>Resolving Customer Requests</li> </ul>	
1. Resolving Customer requests duration	The average time taken to resolve customer requests.
2. Requests resolved on first contact	The percentage of customer requests resolved during the first contact without the need for further follow-up.
3. Requests resolved in 2 or more contacts	The percentage of customer requests that required additional contact to resolve.
4. Requests resolved only after internal escalation	The percentage of customer requests that required internal escalation to be resolved.
<ul style="list-style-type: none"> <li>Performance Over the Phone</li> </ul>	
1. Call Answer Rate	The percentage of calls answered within 30 seconds.
2. Average queue waiting time	The average time a customer spends in a queue before being answered by a representative.
3. Dropped calls (Abandoned)	The percentage of calls that were disconnected by the customer before being answered by a representative.
<ul style="list-style-type: none"> <li>Billing</li> </ul>	
1. Meter Reading	Percentage of bills issued based on actual meter reading (not estimated)
Additional Information not required to be published but that must be provided to the RSB	
Numbers and Types of Complaints	<ul style="list-style-type: none"> <li>Total Number of complaints</li> <li>Number of complaints per class of customers (Residential - Commercial)</li> <li>Number of complaints per type (bills – connection and reconnection – deposits – meter readings – registration and termination – queries – back charges – other)</li> </ul>