

Customer service excellence

HRDF attaches great importance to customer satisfaction as it is committed to measuring their satisfaction with the services and programmes provided through standards designed to measure the impact on their customers as well as responding to inquiries and complaints.

Measuring customer satisfaction

Customer satisfaction is measured through conducting and analysing monthly and quarterly questionnaires and surveys. Suggestions and complaints of HRDF's customers are effectively managed where they are directed to the relevant authority or department. Corrective actions are implemented in a swift manner to improve the overall level of customer experience.

HRDF call centre

HRDF call centre is one of HRDF's diverse channels utilised to engage with customers. The call centre is committed to provide customers with accurate and relevant information and provide assistance to customer queries regarding HRDF's programmes, services, or any other relevant information. The call centre is also dedicated to receive complaints and direct them to the relevant department/party to speedily resolve them. In 2018, 889,790 calls and 381,288 text messages were handled by the HRDF call centre.

Mystery shopper

Mystery customer is a programme designed to evaluate the level of services provided through the HRDF's channels. HRDF has an agreement in place with an external company to conduct the mystery shopper programmes under a predefined criteria in order to assess the nature of the quality of customer service rendered through different HRDF channels.

HRDF website

The HRDF website www.hrdf.sa is one of the principal means of engaging with the Fund's customers. The website contains details on HRDF as an organisation and the Fund's portfolio and offering of programmes and services. It also includes the latest updates on events and activities conducted by HRDF.

Customer service and satisfaction in 2018

HRDF call centre in 2018

889,790

Number of telephone calls answered

381,288

Number of text messages answered



Customer satisfaction index for 2018
78% in 2017

82%

Percentage of resolved complaints

94%

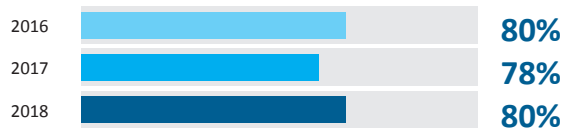
Average processing time

12 days

Customer satisfaction by participants

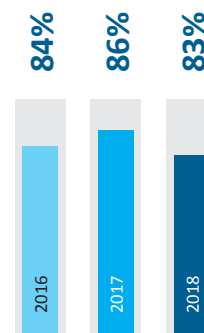


Job seekers

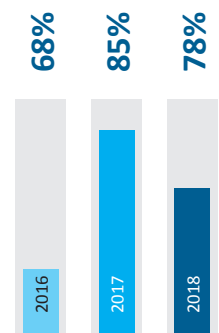


Customer satisfaction by programmes

Hafiz



Doroob



Mystery shopper insights

| | | |
|-----------------------|-------------|-------------|
| Branches | 67% 2017 | 83% 2018 |
| Call centres | 85% 2017 | 92% 2018 |
| Text chats | 96% 2017 | 97% 2018 |
| Social media channels | 46% 2017 | 64% 2018 |

Website milestones of 2018



Launch of "Hadaf Compass" service

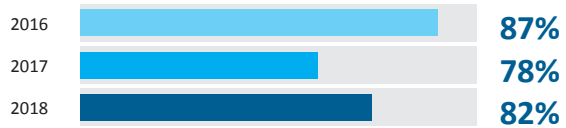
A service that helps the customer to determine the best programme suitable for his needs from the list of HRDF's programmes and services.



Employers



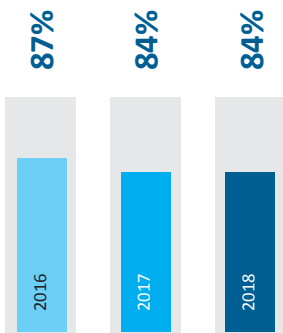
Employed



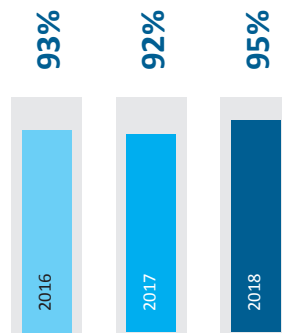
Customer satisfaction by channels

**Figures up to July 2018 due to the termination of the contract with the Company responsible for managing HRDF social media channels*

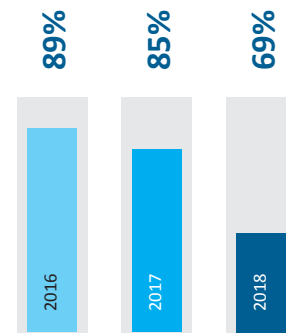
Branches



Call centres



Social media channels*



Improvement of online chat service

Use of an alternative tool to enhance instant communication process with customers via text chat.



Launch of the "Customer Voice" page

Customer voice is an online customer satisfaction index measuring customer experience with the participation of our website customers.



Launch of new interface

An improved interface for customers to reach the nearest HRDF branch or *Taqat JPC*.



Indicator for expected response time

An indicator to save time for customers. The indicator displays the expected duration of response by a customer service representative.



Application status check

This helps the customer to check the status of his/her complaint or inquiry using the ID number or the reference number.