

Customer service excellence

HRDF attaches great importance to customer satisfaction. We regularly measure the impact of HRDF's programmes and offering and through customer responses, the levels of customer satisfaction.

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 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 organization and the Fund's portfolio and offering of programmes and services. It also includes the latest updates on events and activities conducted by HRDF.

HRDF call centre

HRDF has a unified call centre (920020301) to answer inquiries and customer requirements related to all of HRDF's programmes. Necessary actions are taken immediately to raise the standard of service. In 2019, 877,838 calls and 704,657 electronic chats were handled by HRDF call centre.

Customer service excellence in 2019

HRDF call centre

877,838

Number of calls answered

704,657

Number of live chats

91%

Percentage of customers that enrolled on first contact

HRDF website

7,196,273

Number of views

2,044,936

Number of visitors



Customer satisfaction by participant



Job seekers

2019 68%



Employers

2019 73%



Employed

2019 75%

Customer satisfaction by programme

Doroob 2019 76%

Hafiz 2019 71%

Tamheer 2019 73%

Qurrah 2019 76%

Wusool 2019 74%

Customer satisfaction by channel

National Labour Gateway 2019 66% Call centres 2019 83%

Taqat Centres 2019 69% Branches 2019 72%

Social media channels 2019 88%

Average processing time 2019 17 days

Percentage of resolved complaints 2019 96%

Customer satisfaction index 2019 71%