



مجموعة موانئ أبوظبي  
AD PORTS GROUP

# Customer Feedback Policy



AD Ports Group is committed to building long-lasting relationships with our stakeholders, collaborating with them to meet their goals, providing high quality, efficient and value-added services. We foster an atmosphere that focuses on the business effectiveness, profitability and optimisation of return on invested capital to our shareholders by continually improving customer feedback management system performance through effective and efficient management of feedback.

We are committed to ensure that:

- Stakeholders' right to complain about the products and services is recognised, promoted and protected.
- Customer feedback processes are easily understandable and accessible to all relevant stakeholders.
- Objectivity is maintained in treating the complainant as well as the personnel / function against which the complaints are logged.
- Confidentiality of the parties involved is maintained throughout the customer feedback management process.
- Sufficient and competent resources are provided for the efficient and effective handling of feedback.
- Adequate consultation and communication with interested parties are exercised throughout the customer feedback management process.
- Feedback is a means for learning and improvement and will not be utilised as a tool for disciplinary measures unless found intentional by any party.

In maintaining this commitment, we will:

- Plan and perform its activities in compliance with the established customer feedback management process.
- Set objectives & targets at each relevant functional / personnel role and implement necessary procedures/ surveys to achieve them.
- Provide comprehensive training to relevant employees to ensure they understand their responsibilities related to customer feedback handling.
- Proactively interact with the customers, employees, statutory & regulatory authorities, local communities and other stakeholders.

**Mohamed Juma Al Shamisi**  
Managing Director & Group CEO

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