

Customer Service

Maintaining Customer Service Quality

Customer service quality is managed through a structured governance framework led by the Customer Happiness Section (CHS), with support from Business Transformation, Internal Audit, and Compliance, and oversight by senior management to ensure accountability and alignment.

Customer service at DTC is governed by a set of internal policies and procedures, including:

- Customer Satisfaction Policy¹
- Case Management Procedure
- Service Assessment Planning Procedure
- Service Information Management Procedure

These are embedded within the Service Assessment Planning Procedure, which provides a consistent method for evaluating service performance against customer expectations. DTC's approach is further aligned with the Dubai Model for Government Services, the 360 Service Policy, and the Global Star Rating systems, supporting service quality, transparency, and continuous improvement.

¹ This policy governs DTC's customer engagement, emphasising happiness, future readiness, and operational excellence. It outlines roles, responsibilities, KPIs, and a framework for measuring customer satisfaction.

Digital Transformation of Customer Experience

In 2025, DTC significantly advanced its digital customer experience ecosystem through the deployment of an integrated omnichannel CRM platform and strengthened digital channel governance. This transformation marked a shift from fragmented, reactive case management to a structured, data-led, and insight-driven customer experience governance model.

Key enhancements included:

- Full centralisation of customer interactions across website, email, social media, walk-in channels, radio, and referrals into a single CRM environment
- Creation of a 360-degree customer view with structured case categorisation, root cause tagging, and ownership assignment
- Introduction of live dashboards and analytics to proactively identify service gaps and recurring issues
- Closed-loop complaint tracking from receipt through resolution confirmation
- Enhanced integration with Bolt live support and other digital service touchpoints
- Streamlining of B2B and B2C digital communication channels
- Transition of 'In Safe Hands' bookings from email to IVR-based call centre handling for faster response and traceability






Customer-Centred Service Delivery


Dubai Taxi Company embeds customer satisfaction into the design and delivery of its mobility services across all operating segments. Clear pricing, transparent tariff structures and defined taxi allocation criteria are applied consistently to ensure fairness and reliability across the customer journey.


Oversight of service quality, grievance handling, and customer engagement sits with the Customer Happiness Office, which reports to the Chief Business Transformation Officer (CBTO). This reporting line reinforces accountability and ensures customer-related issues are addressed at the highest level of governance.




DTC serves a broad and diverse customer base, including:

Individual and corporate customers 


Government entities and businesses 

Delivery partners 

To track performance and identify improvement opportunities, DTC applies multiple service monitoring tools:


Customer Satisfaction Surveys, conducted annually, semi-annually, and on an ad-hoc basis using phone, in-person, and self-completion formats


Mystery Shopping, providing independent insights into service quality and operational consistency


Service Assessments, carried out regularly to review service delivery against defined standards and customer expectations

Enhanced Mystery Shopper and Independent Insight Programmes

- DTC strengthened its service monitoring framework through:
- Continued engagement of external mystery shopping providers for independent benchmarking
 - Launch of an Internal Mystery Shopper programme using trained DTC volunteers to increase coverage and frequency
 - Commissioning of independent customer perception studies to validate internal findings
 - Introduction of a structured Focus Group Programme to capture qualitative insight on service gaps and expectation shifts

