

منشآت

monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Customer Satisfaction Measurement Small and Medium Enterprises General Authority

The first quarter of 2023

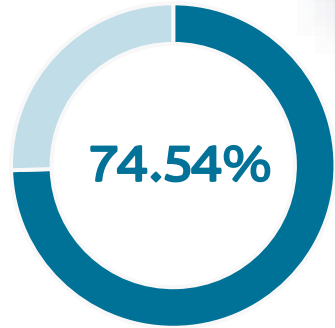
Report Outline

- 1 Measuring Customer Satisfaction on the Authority Level
- 2 Measuring Customer Satisfaction on Monsha'at's Services
- 3 Complaints Report

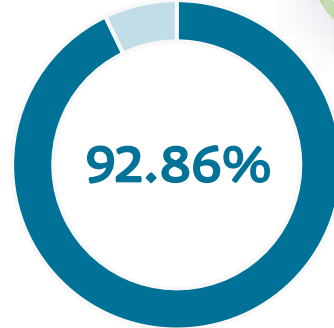
Indicators of Measuring Customer Satisfaction on the Authority Level

Second-Level Criteria Indicators

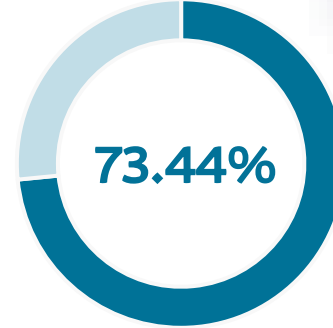
Channels



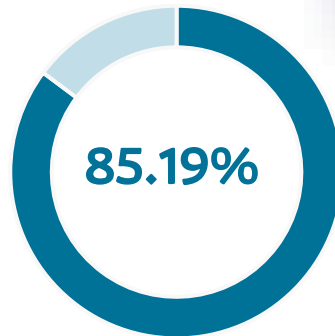
Facility



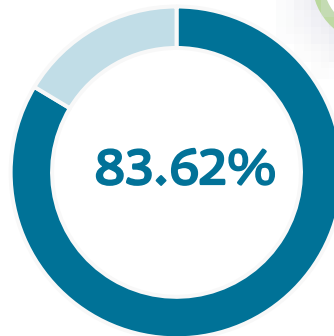
Procedures



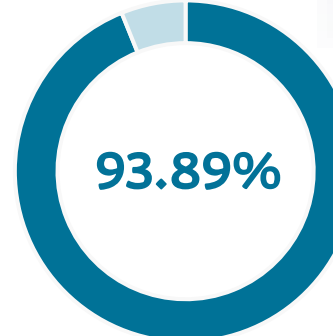
Outcomes



Speed

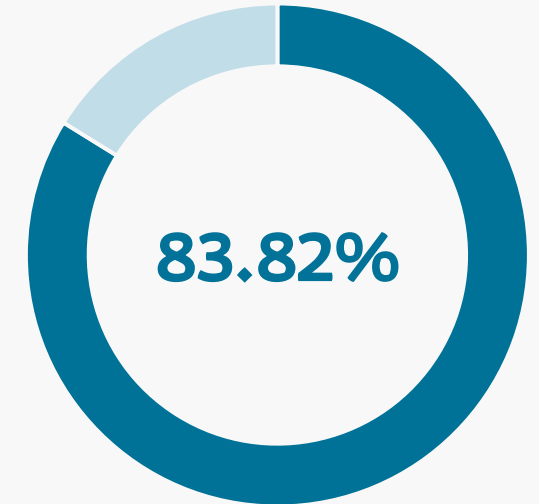


Employee



First-Level General Satisfaction Indicator

Sample Size: 11.208



Report Outline

1 Measuring Customer Satisfaction on the Authority Level

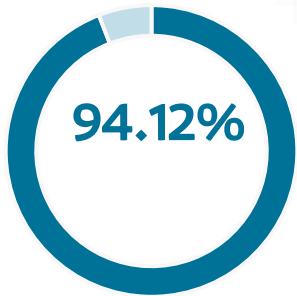
2 Measuring Customer Satisfaction on Monsha'at's Services

3 Complaints Report

Brokers Licensing Service

Second-Level Criteria Indicators

Channels



Facility



Inapplicable

Procedures



Inapplicable

Outcomes



Speed



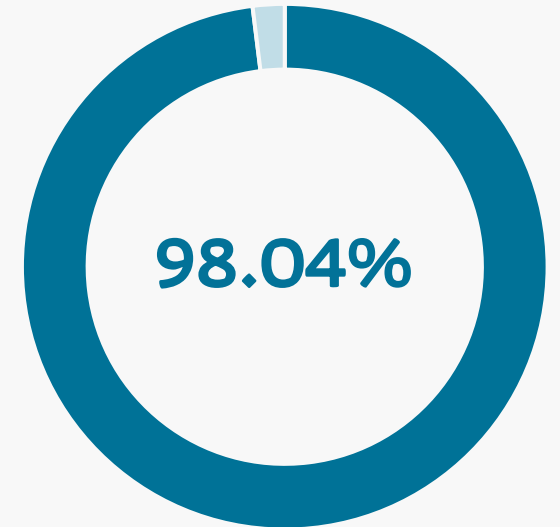
Employee



Inapplicable

First-Level General Satisfaction Indicator

Sample Size: 17



SMEs Support Centers

Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



96.40%

Speed



94.48%

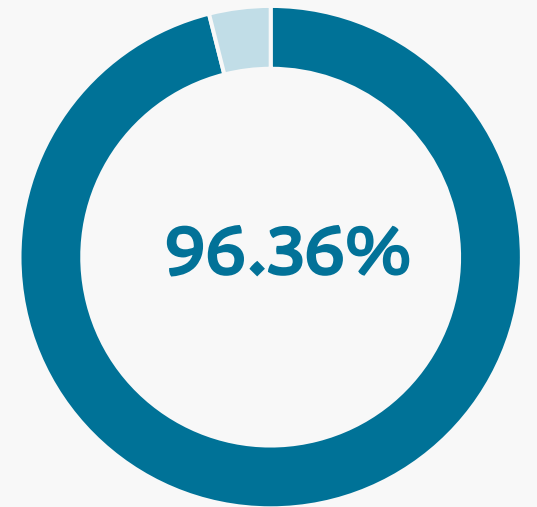
Employee



97.27%

First-Level General Satisfaction Indicator

Sample Size: 1,792



Certificate of Startup Size

Second level Standards Index

Channels



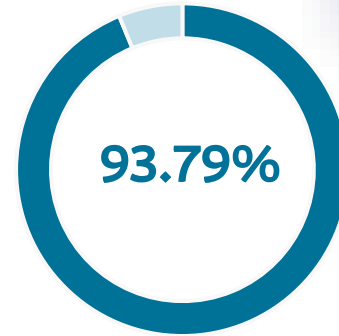
Inapplicable

Facility



Inapplicable

Procedures



Outcomes



Inapplicable

Speed



Inapplicable

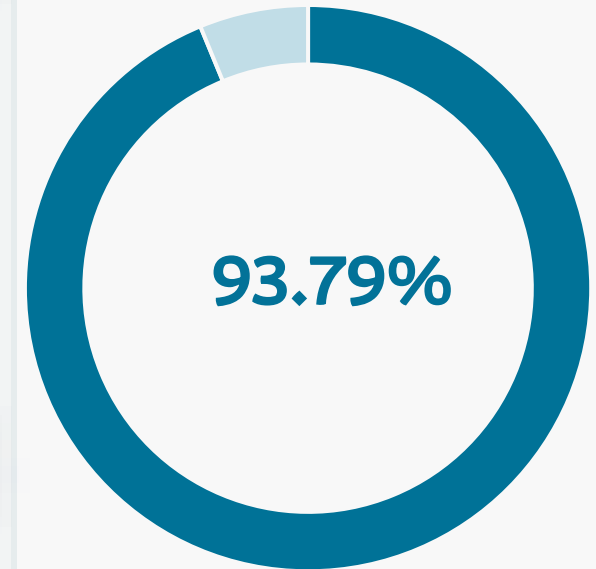
Employee



Inapplicable

First level Index of General Satisfaction

Sample Size: 2,012



Second-Level Criteria Indicators

Channels



Inapplicable

Facility



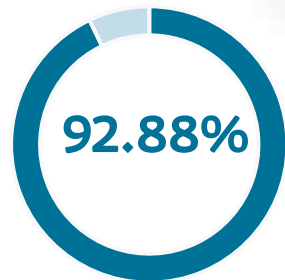
Inapplicable

Procedures

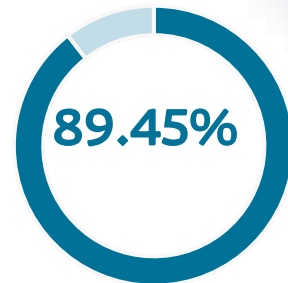


Inapplicable

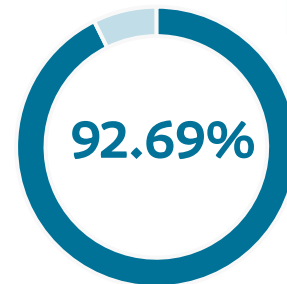
Outcomes



Speed

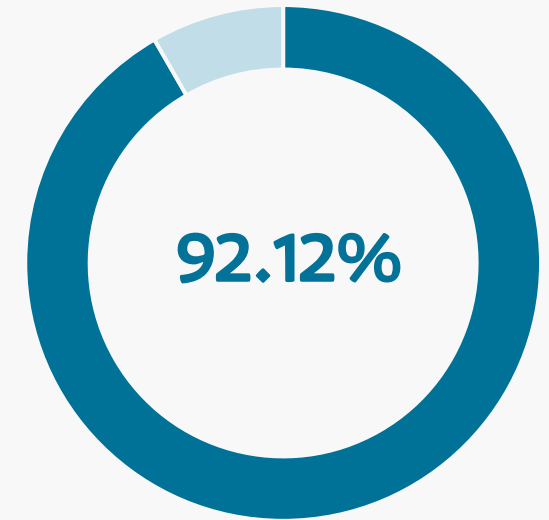


Employee



First-Level General Satisfaction Indicator

Sample Size: 787



Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



92.37%

Speed



89.31%

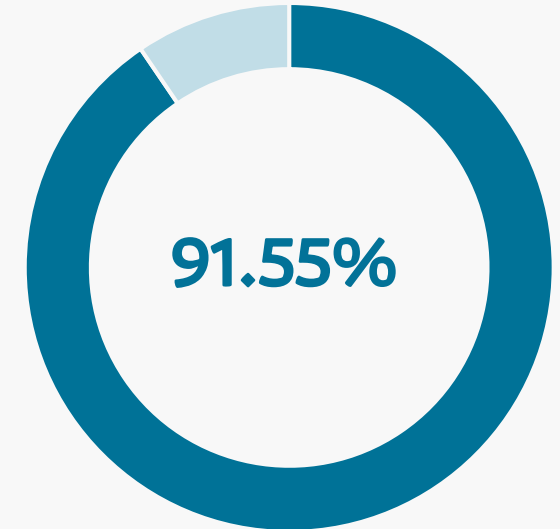
Employee



91.04%

First-Level General Satisfaction Indicator

Sample Size: 5,568



Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



85.68%

Speed



88.87%

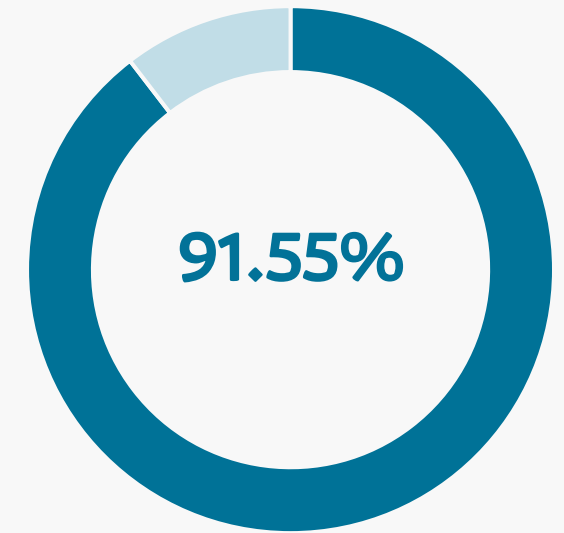
Employee



94.16%

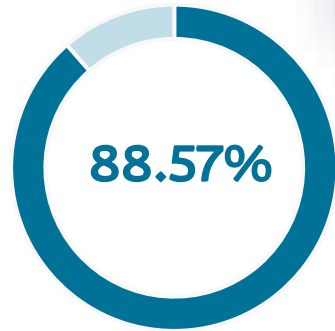
First-Level General Satisfaction Indicator

Sample Size:87

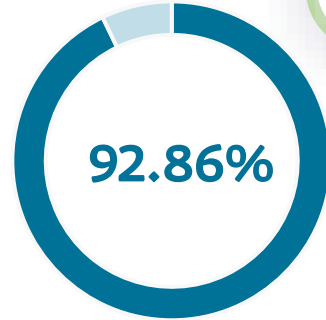


Second-Level Criteria Indicators

Channels



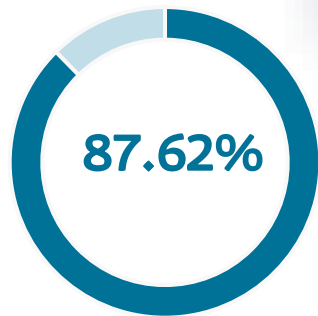
Facility



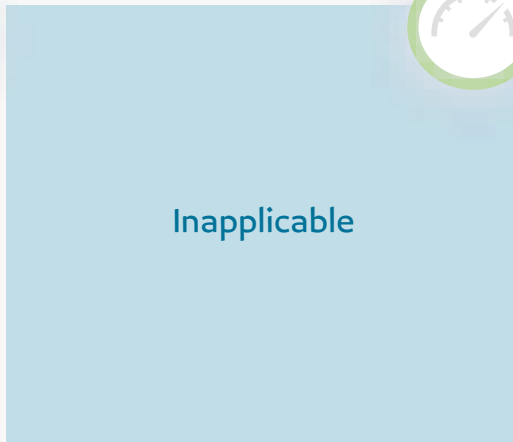
Procedures



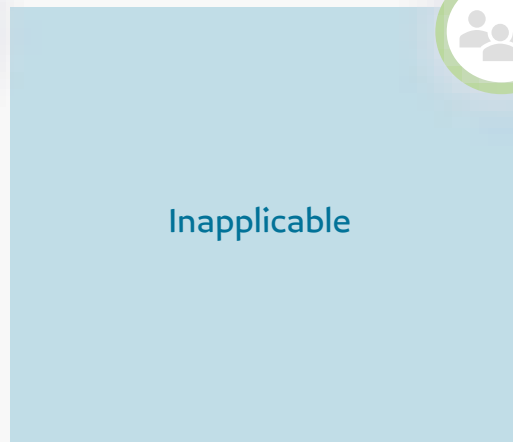
Outcomes



Speed

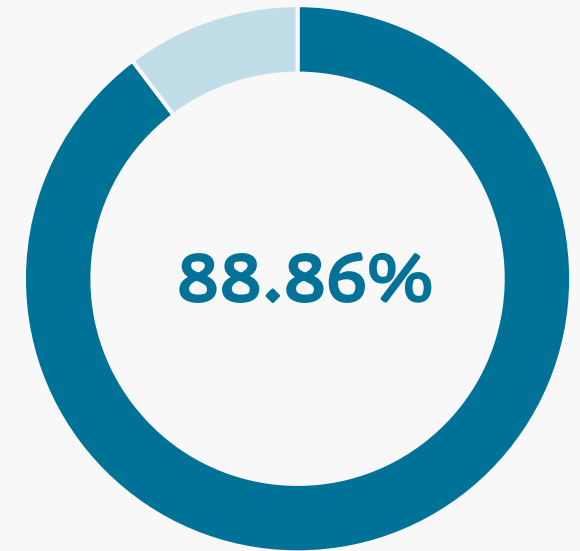


Employee



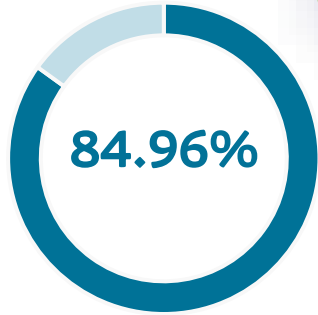
First-Level General Satisfaction Indicator

Sample Size: 70



Second-Level Criteria Indicators

Channels



Facility

Inapplicable

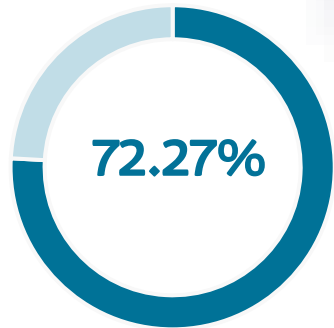


Procedures

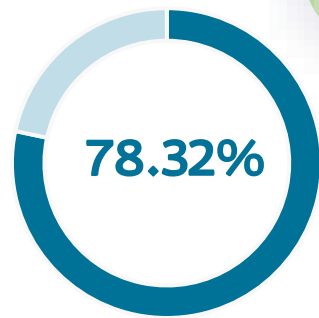
Inapplicable



Outcomes



Speed



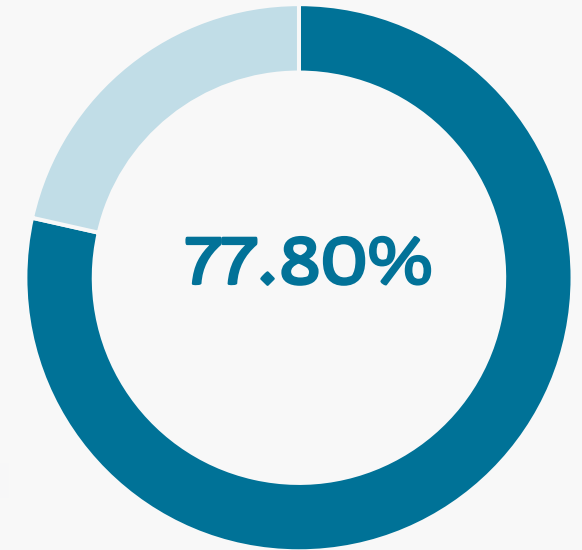
Employee

Inapplicable



First-Level General Satisfaction Indicator

Sample Size: 226



Improvements Plans

Completed Improvement Plans	Notes (Customer Voice)	Service
The link to the enterprises licensed by Monsha'at was added when the customer was applied to the co-working spaces.	Customers proposed increasing the number of offices or opening new branches	Startup Hubs
For a period of 10 to 15 minutes, time was set aside to explain ideas and answer queries.	Customers suggested scheduling time to answer questions and discuss ideas.	Thakaa Center

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Complaints report

Procedures for improvement customer satisfaction percentage	No. of closed complaints	No. of complaints	Service
Restriction and study of customer proposals, and analyze them to improve and increase satisfaction level.	9	9	Franchise Mediators Licensing
	8	8	SMEs Support Centers
	180	180	Nawafth Application
	189	189	Monsha'at Academy
	.	.	Thakaa Center
	119	119	Mazaya Monsha'at'
	21	21	Certificate of Startup Size
	9	9	Startup Hubs

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Thanks