

# منشآت

## monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة  
Small & Medium Enterprises General Authority

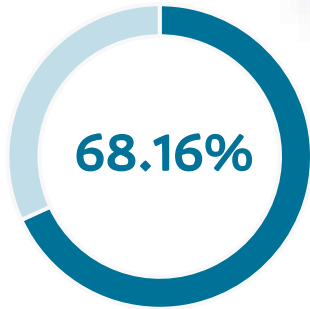
### Customer Satisfaction Measurement Small and Medium Enterprises General Authority

- 1 Measuring customer satisfaction on Authority level
- 2 Measuring customer satisfaction on Monsha'at's services
- 3 Complains Report

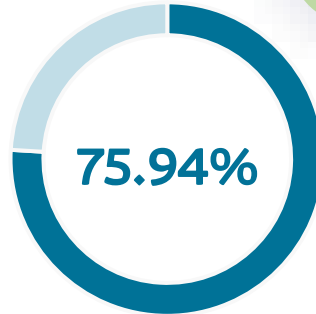
# Measuring Customer Satisfaction on the Authority Level's Indicators

## Second-Level Criteria Indicators

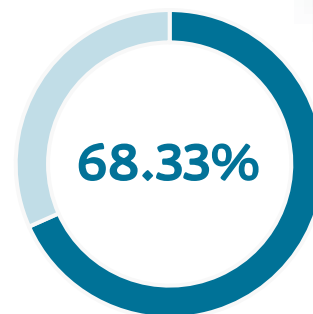
Channels



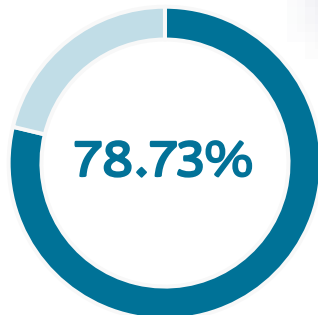
Facility



Procedures



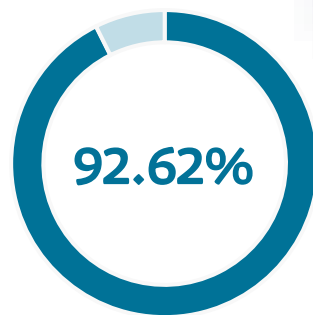
Outcomes



Speed

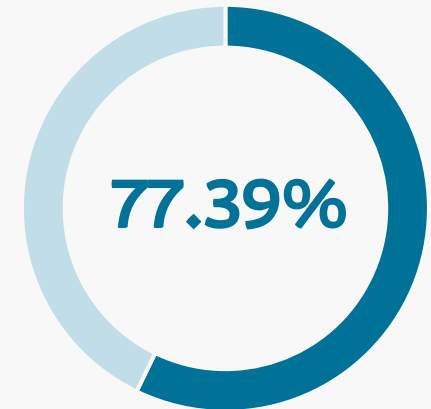


Employees



## First Level Index of General Satisfaction

Sample Size: 56,465



## Report Outline

- 1 Measuring customer satisfaction on the Authority level
- 2 Measuring customer satisfaction on Monsha'at's services
- 3 Complains Report

# SMEs Support Centers

## Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



96.23%

Speed



93.77%

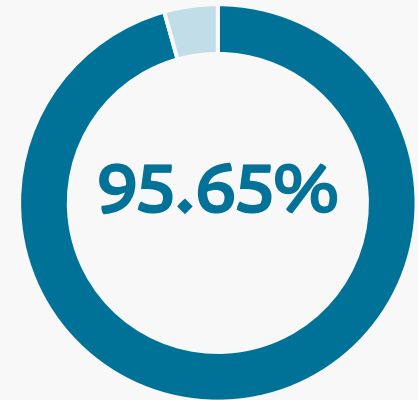
Employees



96.96%

## First Level Index of General Satisfaction

Sample Size: 7,525



## Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



92.39%

Speed



92.32%

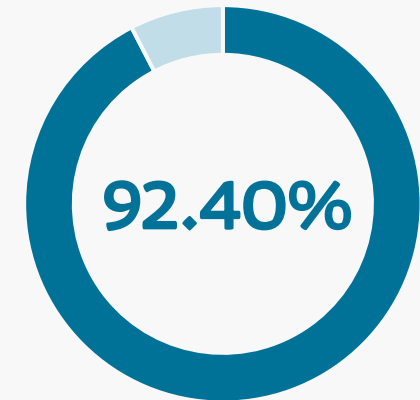
Employees



92.49%

## First Level Index of General Satisfaction

Sample Size:10,280



# Franchise Mediators Licensing

## Second-Level Criteria Indicators

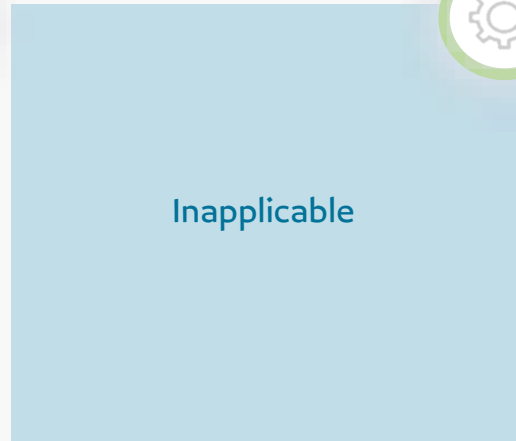
Channels



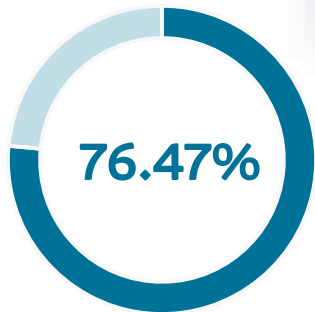
Facility



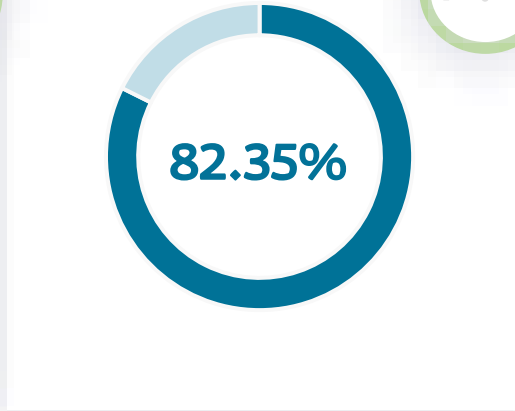
Procedures



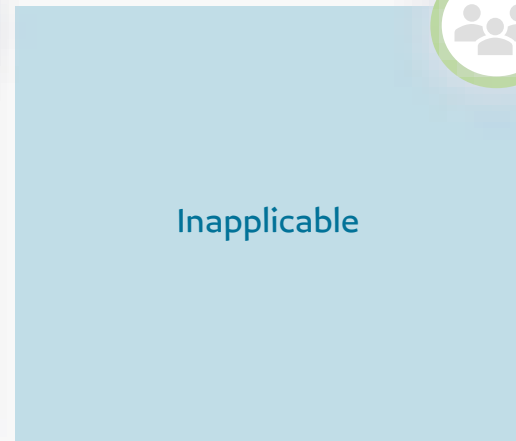
Outcomes



Speed

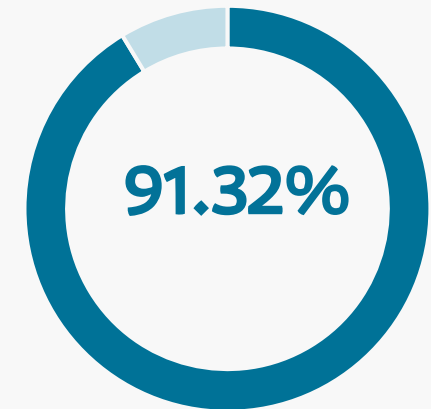


Employees



## First Level Index of General Satisfaction

Sample Size: 233



## Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



90.86%

Speed



88.68%

Employees



91.44%

## First Level Index of General Satisfaction

Sample Size: 29,393

91.15%



# Issuing Business Incubator Licenses

## Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



88.98%

Speed



Inapplicable

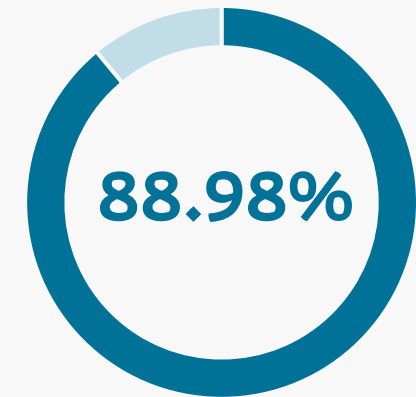
Employees



Inapplicable

## First Level Index of General Satisfaction

Sample Size: 103



## Second-Level Criteria Indicators

Channels



Inapplicable

Facility



Inapplicable

Procedures



Inapplicable

Outcomes



83.49%

Speed



84.57%

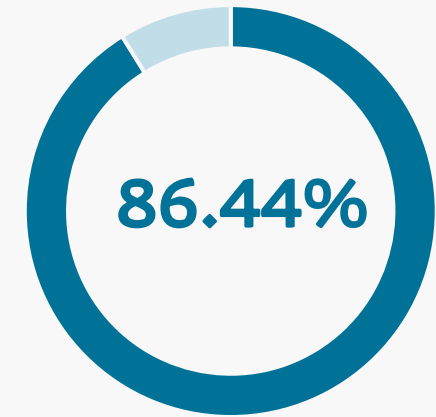
Employees



91.26%

## First Level Index of General Satisfaction

Sample Size: 704

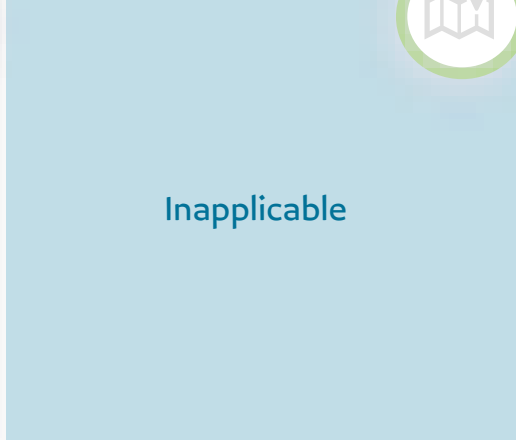


## Second-Level Criteria Indicators

Channels



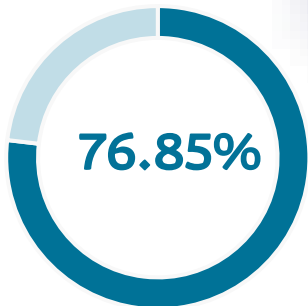
Facility



Procedures



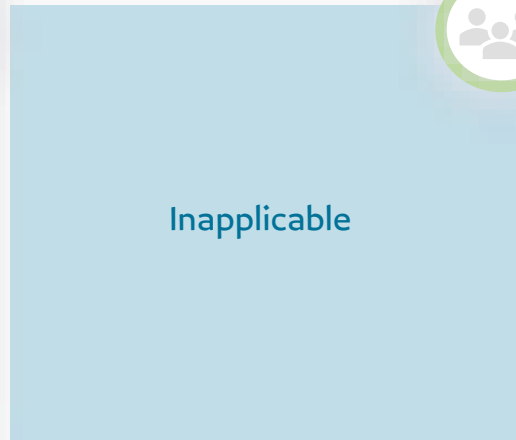
Outcomes



Speed

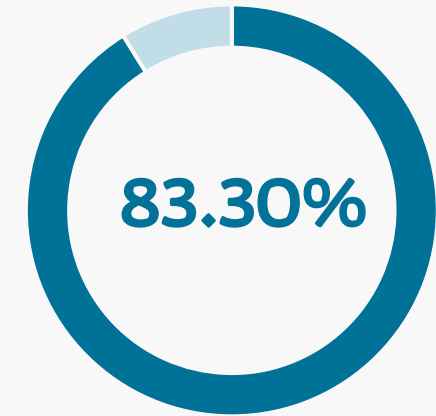


Employees



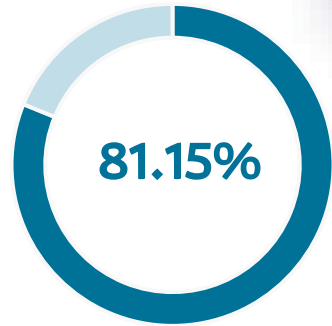
## First Level Index of General Satisfaction

Sample Size:101



## Second-Level Criteria Indicators

Channels



Facility

Inapplicable

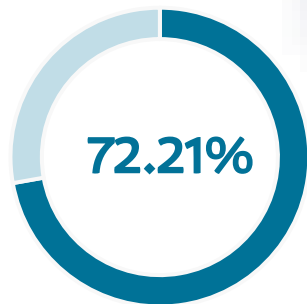


Procedures

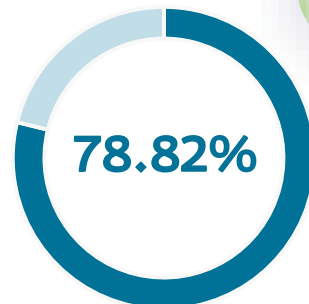
Inapplicable



Outcomes



Speed



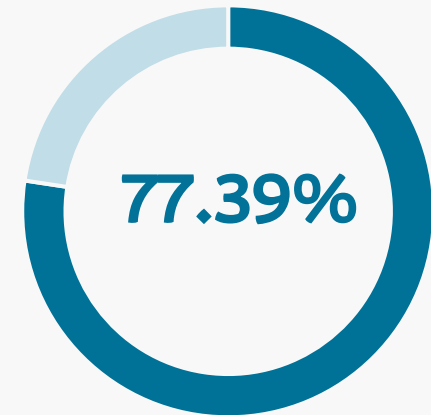
Employees

Inapplicable



## First Level Index of General Satisfaction

Sample Size: 818



# Notes and Improvement Plans about Monsha'at Services

Improvement Plans (Completed)	Notes	Service
The reminders are included information about the hall's location and its building number.	Clients request to send them a reminder of the local courses that includes the address and name of the building.	Monsha'at Academy ١
Indicative boards have been erected in the training halls.	Clients request that signboards indicating the location of the hall for local courses be erected.	Monsha'at Academy ٢
Before the certificate expires, text messages are sent 30 days in advance.	Clients propose sending text messages to them to remind them that the certificate is soon to expire.	Certificate of Startup Size ٣
The website now contains the feature.	Clients request that the ability to delete the certificate be added so that it can be reissued.	Certificate of Startup Size ٤

## Report Outline

- 1 Measuring customer satisfaction on the Authority level
- 2 Measuring customer satisfaction on Monsha'at's services
- 3 Complains Report

# Complains Report

Procedures for Improvement Customer Satisfaction Percentage	No. of Closed Complaints	No. of Complaints	Service
Restriction and study of customer proposals, and work on analyzing 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
	0	0	Thakaa Center
	119	119	Mazaya Monsha'at
	38	38	Issuing Business Incubator Licenses
	1	1	Brand Evaluation

# منشآت

monsha'at

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Small & Medium Enterprises General Authority

Thanks