

# Customer Satisfaction Measurement

## The Small and Medium Enterprises General Authority

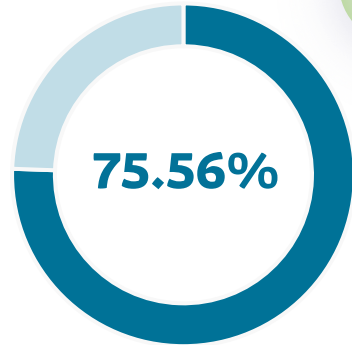
## Report Contents

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

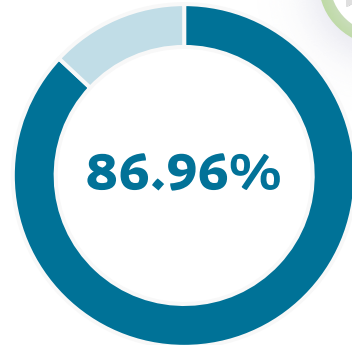
# Customer Satisfaction Measurement Indexes on the Authority Level

## (Second Level) Standards Index

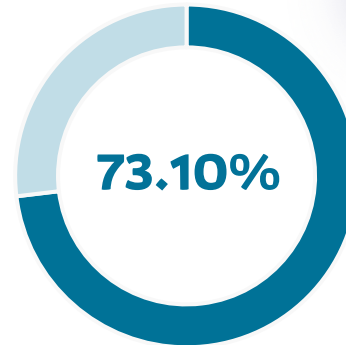
Channels



Location



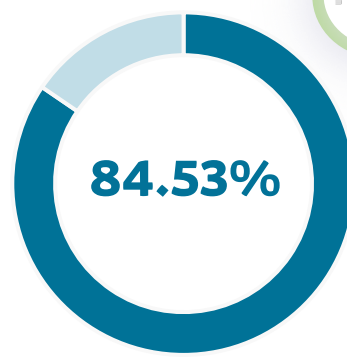
Procedures



Outcomes



Speed

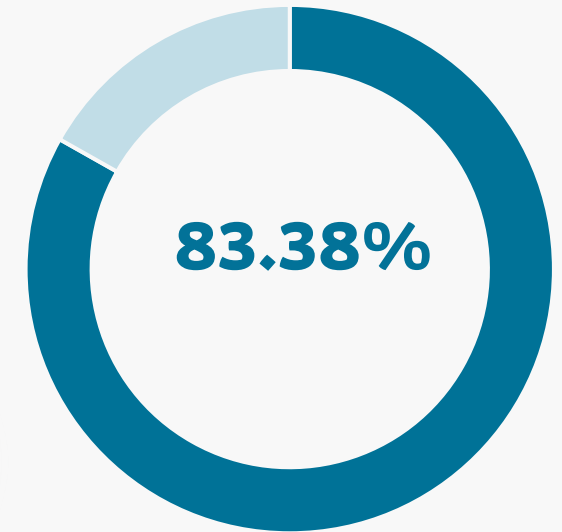


Employees



## (First Level) General Satisfaction Index

Sample size: 13.862



The overall customer satisfaction index is the result of the entire survey questionnaire

## Report Contents

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# SMEs Support Centers

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



95.20%

Speed



93.57%

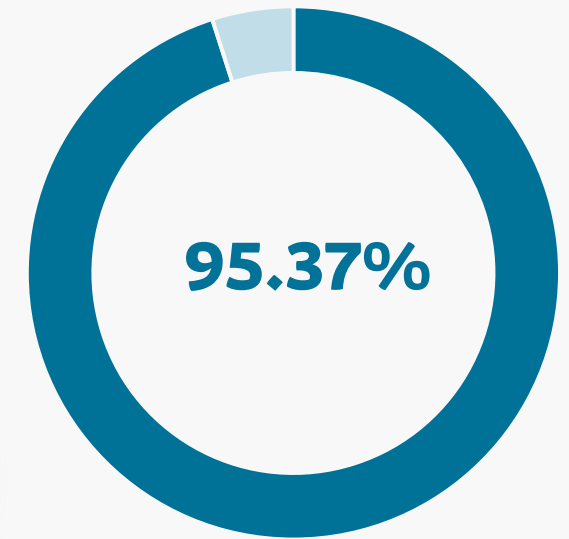
Employees



96.45%

## (First Level) General Satisfaction Index

Sample size: 1042



The overall customer satisfaction index is the result of the entire survey questionnaire

# Certificate of Enterprise Size

## (Second Level) Standards Index

Channels



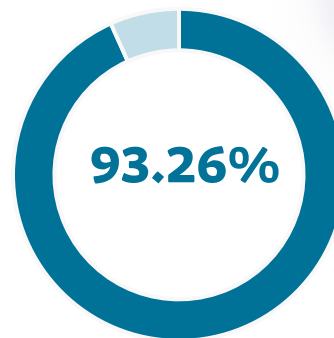
Inapplicable

Location



Inapplicable

Procedures



Outcomes



Inapplicable

Speed



Inapplicable

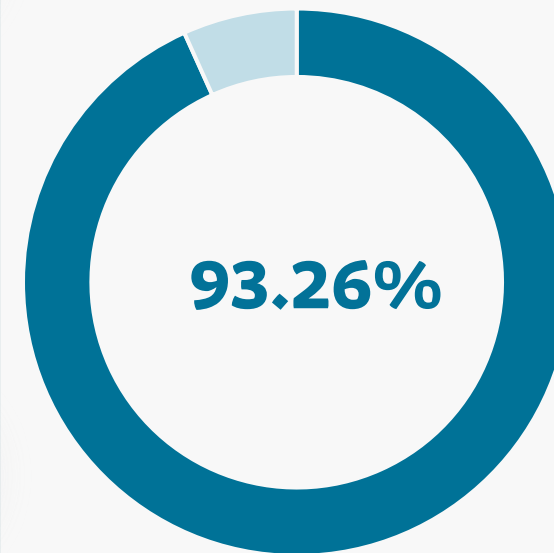
Employees



Inapplicable

## (First Level) General Satisfaction Index

Sample size: 1202



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



93.04%

Speed



92.15%

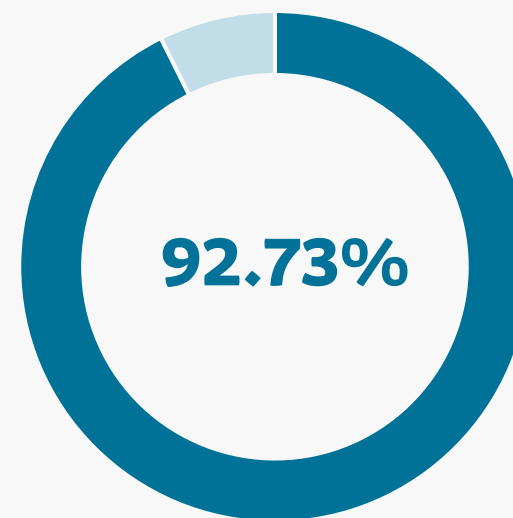
Employees



92.71%

## (First Level) General Satisfaction Index

Sample size: 2702



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



93.37%

Speed



90.92%

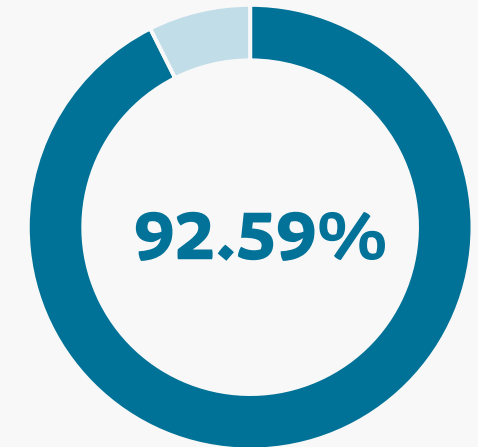
Employees



91.86%

## (First Level) General Satisfaction Index

Sample size: 7686



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



90.81%

Speed



90.94%

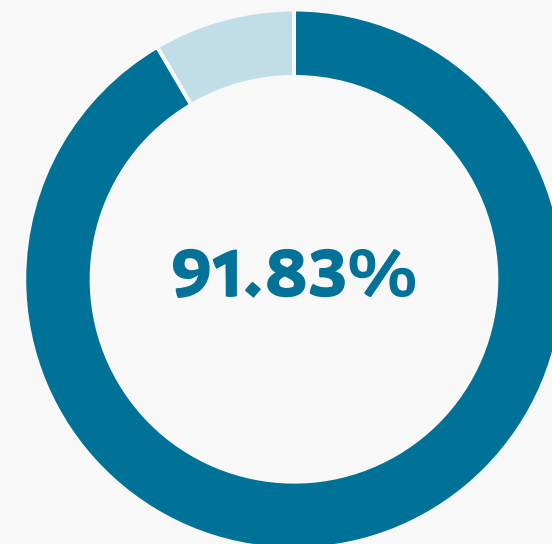
Employees



92.85%

## (First Level) General Satisfaction Index

Sample size: 641



The overall customer satisfaction index is the result of the entire survey questionnaire

## Recommendations

Customers have requested sufficient time **during** workshops to answer inquiries. Accordingly, time has been allocated **for questions in both workshops and training camps.**

# Commercial Franchising Brokers Licensing

## (Second Level) Standards Index

Channels



Location

Inapplicable

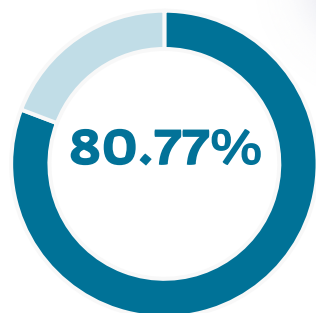


Procedures

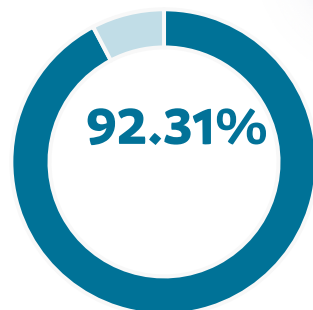
Inapplicable



Outcomes



Speed



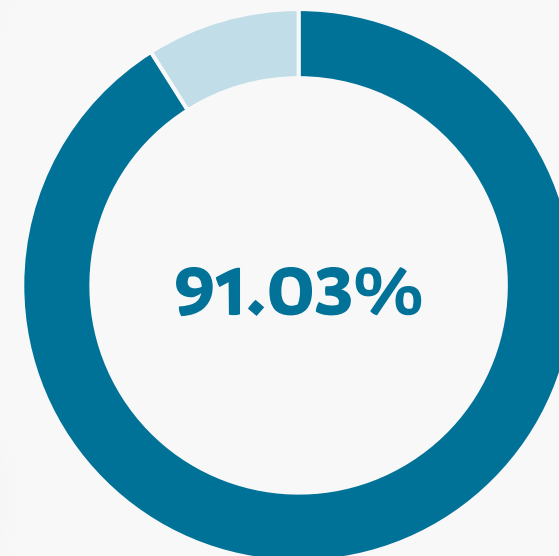
Employees

Inapplicable



## (First Level) General Satisfaction Index

Sample size: 26



The overall customer satisfaction index is the result of the entire survey questionnaire

# Franchising Managers

## (Second Level) Standards Index

Channels



Location

Inapplicable

Procedures

Inapplicable

Outcomes



Speed

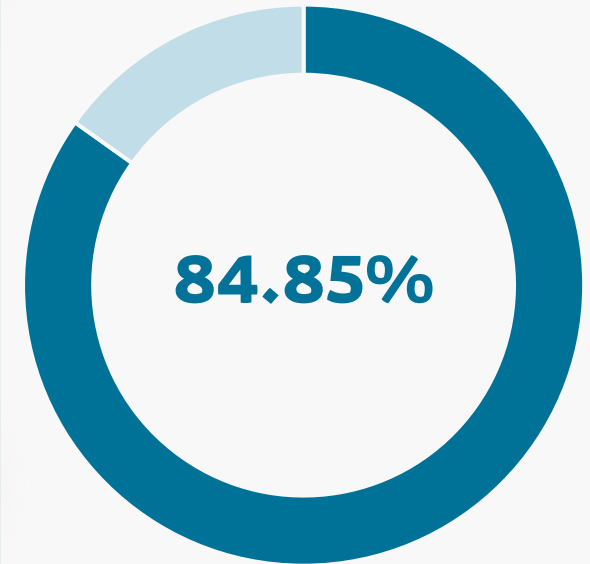
81.82%

Employees

Inapplicable

## (First Level) General Satisfaction Index

Sample size: 11



The overall customer satisfaction index is the result of the entire survey questionnaire

# Business Incubators Licenses

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



84.38%

Speed



Inapplicable

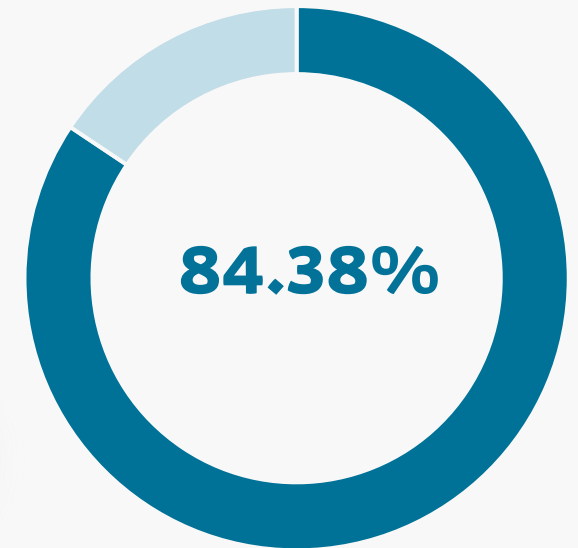
Employees



Inapplicable

## (First Level) General Satisfaction Index

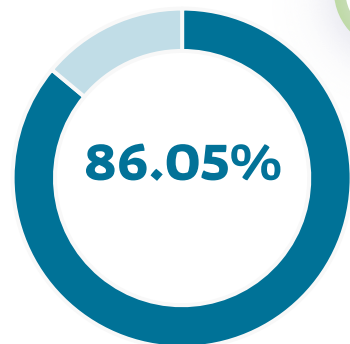
Sample size: 32



The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



Location

Inapplicable

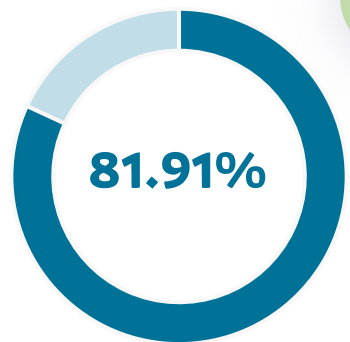


Procedures

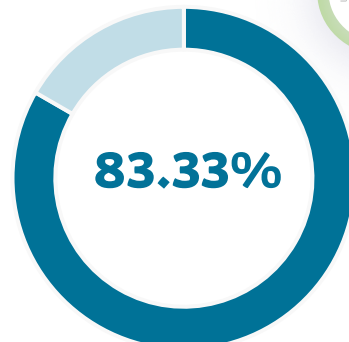
Inapplicable



Outcomes



Speed



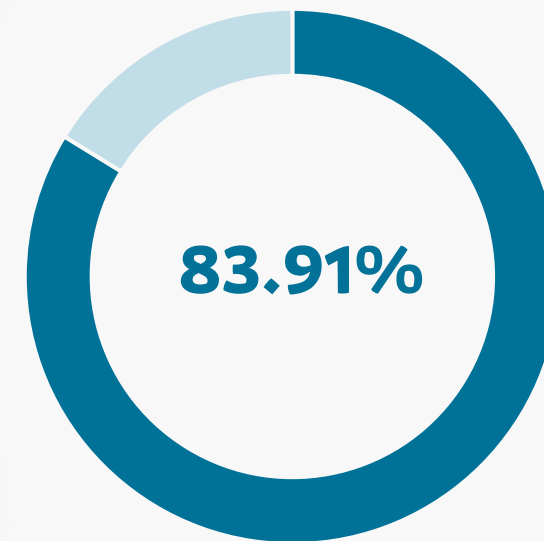
Employees

Inapplicable



## (First Level) General Satisfaction Index

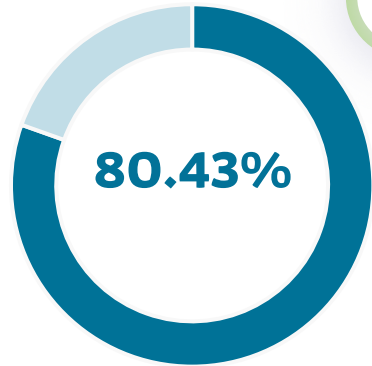
Sample size: 258



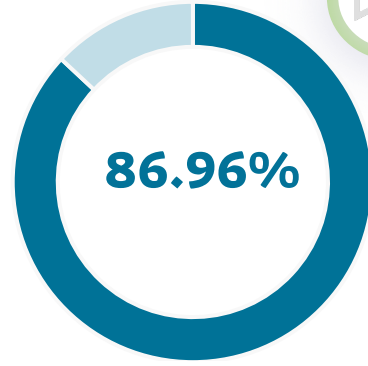
The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

Channels



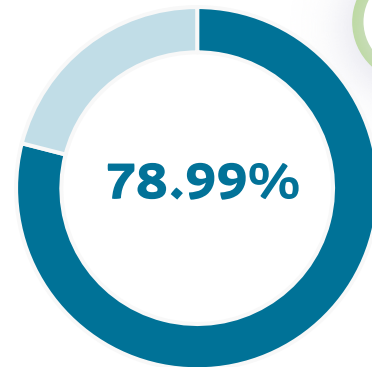
Location



Procedures

Inapplicable

Outcomes



Speed

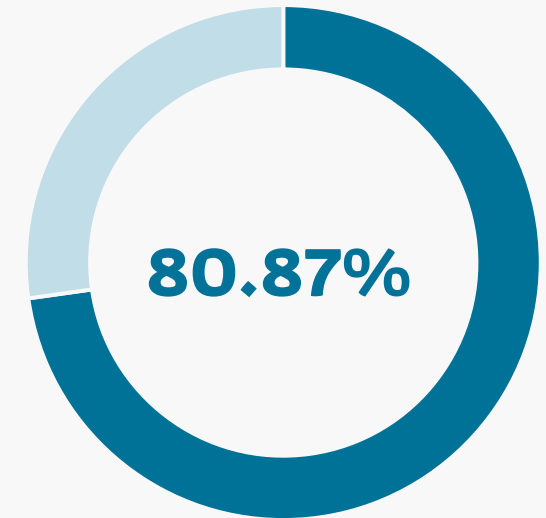
Inapplicable

Employees

Inapplicable

## (First Level) General Satisfaction Index

Sample size: 46



The overall customer satisfaction index is the result of the entire survey questionnaire

## Report Contents

- 1 Customer Satisfaction Measurement on the Authority Level
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- 3 Complaints Report

## Complaints Report

| Services                                 | Number of Complaints | Number of Closed Complaints | Procedures for Improving the Satisfaction Rate                                                                                                |
|------------------------------------------|----------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Commercial Franchising Brokers Licensing | 1                    | 1                           | <b>Surveying and studying the proposals submitted by customers, and working to analyze them to improve and increase the satisfaction rate</b> |
| SMEs Support Centers                     | 1                    | 1                           |                                                                                                                                               |
| Certificate of Enterprise Size           | 29                   | 29                          |                                                                                                                                               |
| Nawafth App                              | 4                    | 4                           |                                                                                                                                               |
| Monsha'at Academy                        | 43                   | 43                          |                                                                                                                                               |
| Startup Hub                              | 6                    | 6                           |                                                                                                                                               |
| Mazaya by Monsha'at                      | 24                   | 24                          |                                                                                                                                               |
| Business Incubators Licenses             | 6                    | 6                           |                                                                                                                                               |

Thank you