

# Customer Satisfaction Measurement

## The Small and Medium Enterprises General Authority

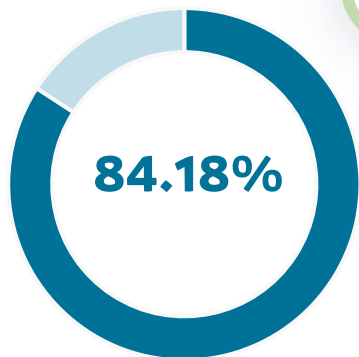
## Report Contents

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

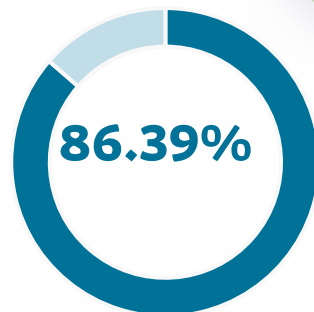
# Customer Satisfaction Measurement Indexes on the Authority Level

## (Second Level) Standards Index

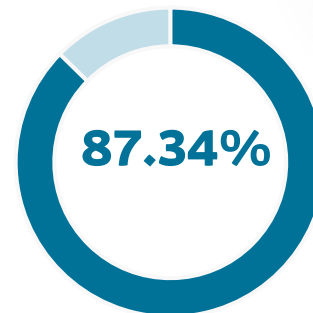
Channels



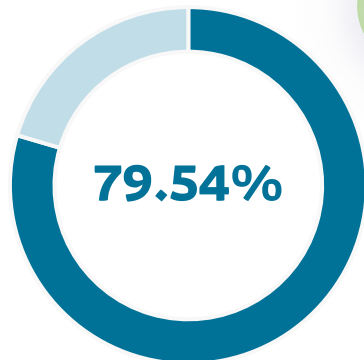
Location



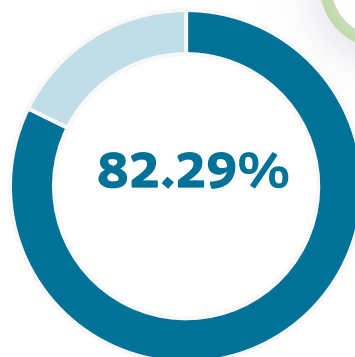
Procedures



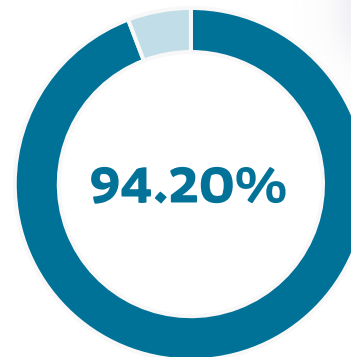
Outcomes



Speed

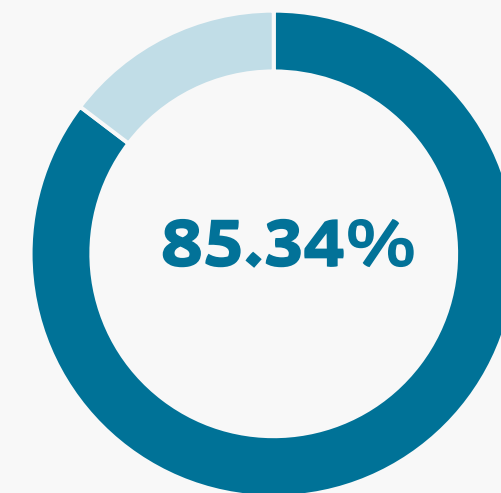


Employees



## (First Level) General Satisfaction Index

Sample size: 19.794



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

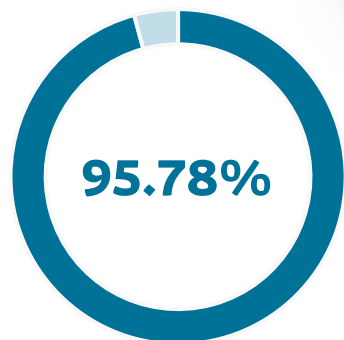
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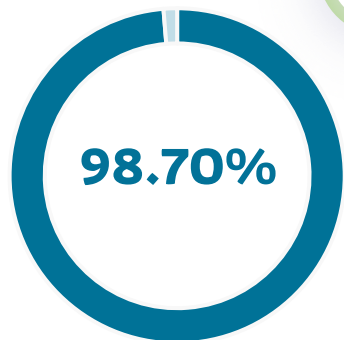
# SMEs Support Centers

## (Second Level) Standards Index

Channels



Location



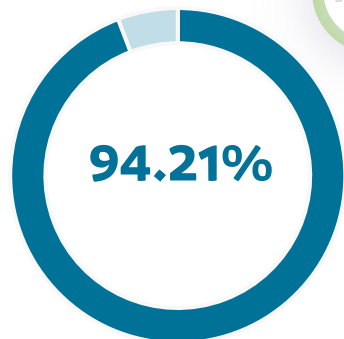
Procedures



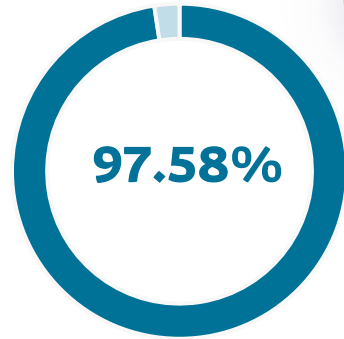
Outcomes



Speed

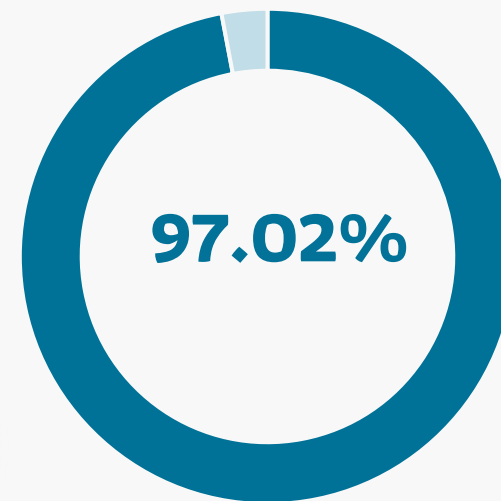


Employees



## (First Level) General Satisfaction Index

Sample size: 1468



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

# Certificate of Enterprise Size

## (Second Level) Standards Index

Channels

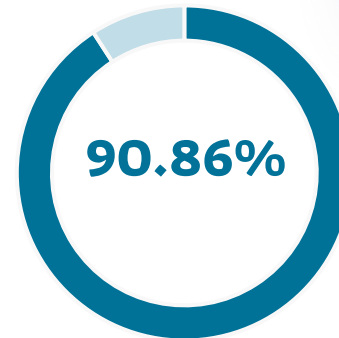


Location

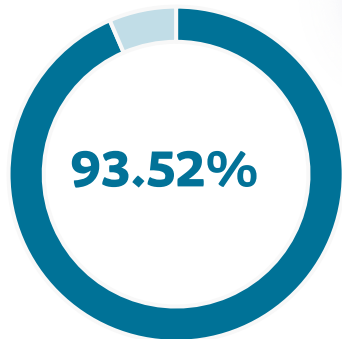
Inapplicable



Procedures



Outcomes



Speed

Inapplicable



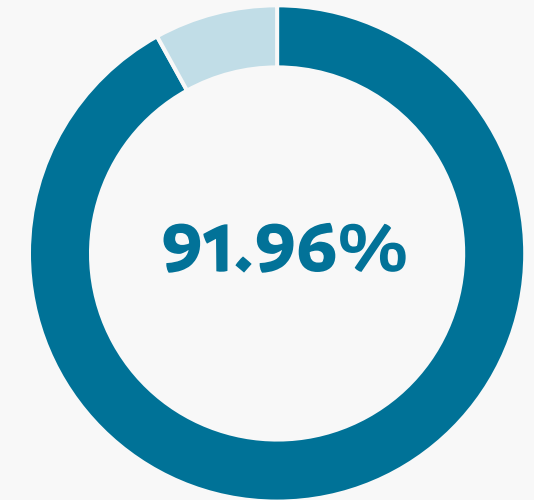
Employees

Inapplicable



## (First Level) General Satisfaction Index

Sample size: 2203



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

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



95.22%

Speed



95.03%

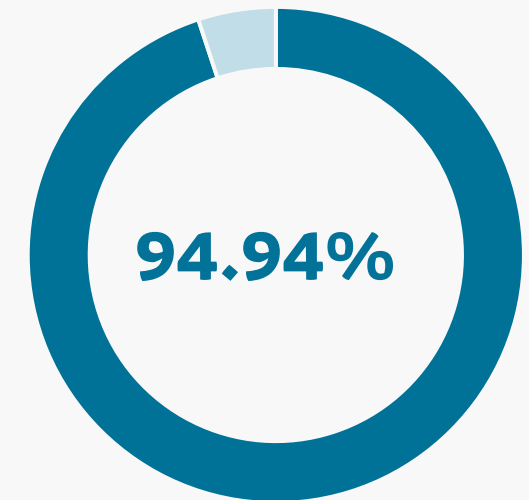
Employees



94.61%

## (First Level) General Satisfaction Index

Sample size: 3602



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

## (Second Level) Standards Index

Channels



Inapplicable

Location



Inapplicable

Procedures



Inapplicable

Outcomes



93.10%

Speed



91.56%

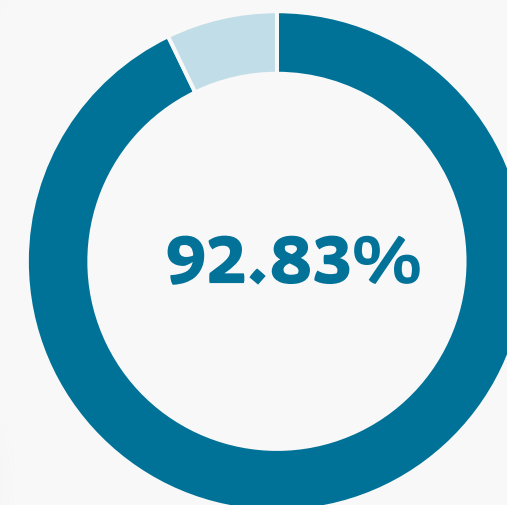
Employees



92.07%

## (First Level) General Satisfaction Index

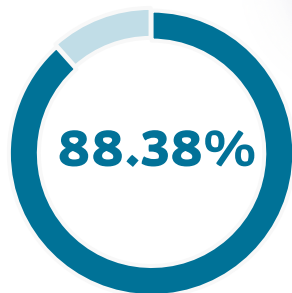
Sample size: 11.574



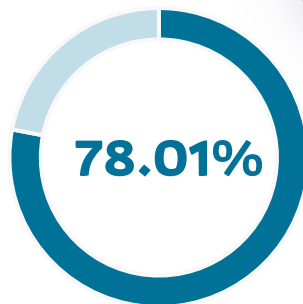
The overall customer satisfaction index is the result of the entire survey questionnaire

## (Second Level) Standards Index

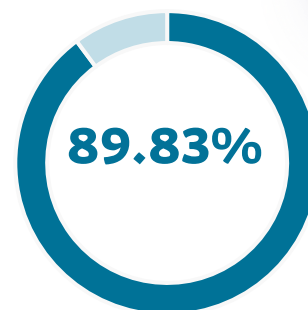
Channels



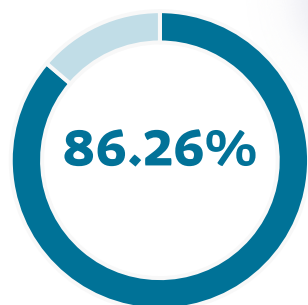
Location



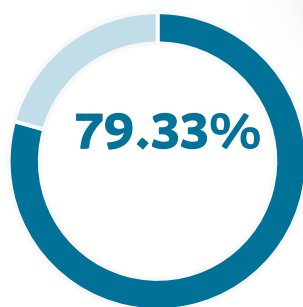
Procedures



Outcomes



Speed

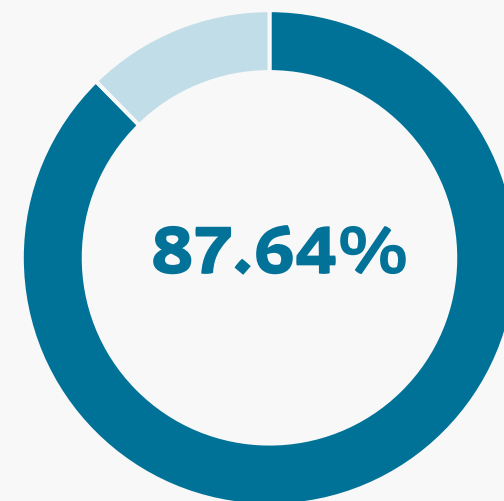


Employees



## (First Level) General Satisfaction Index

Sample size: 329



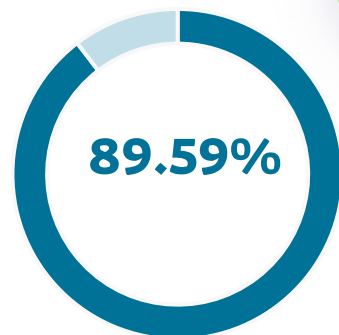
The overall customer satisfaction index is the result of the entire survey questionnaire

## Recommendations

Customers have requested an increase in the time period for the workshop content. Accordingly, different levels (beginner, intermediate, advanced) have been added, allowing trainees to choose the appropriate level for themselves.

## (Second Level) Standards Index

Channels



Location

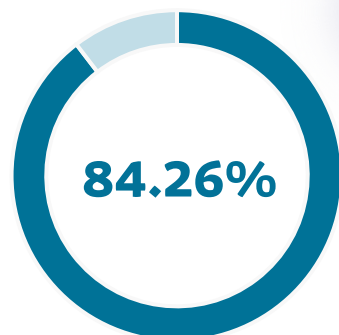


Inapplicable

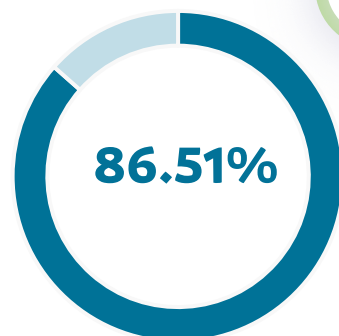
Procedures



Outcomes



Speed



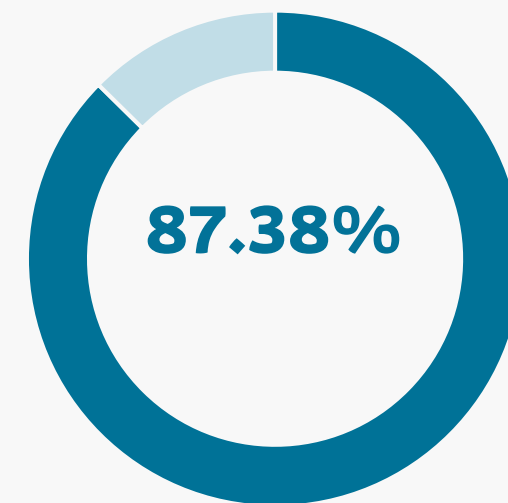
Employees



Inapplicable

## (First Level) General Satisfaction Index

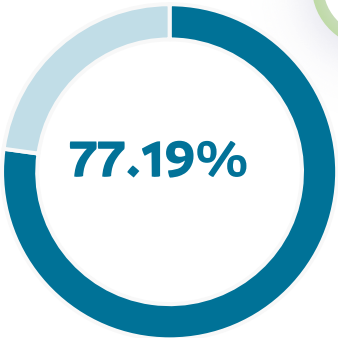
Sample size: 430



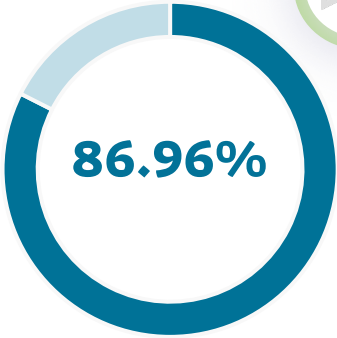
The overall customer satisfaction index is the result of the entire survey questionnaire

(Second Level) Standards Index

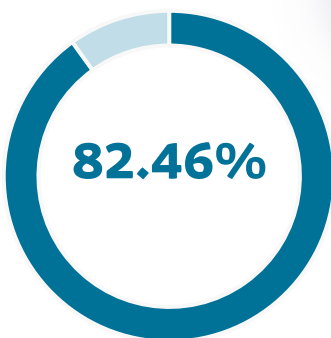
Channels



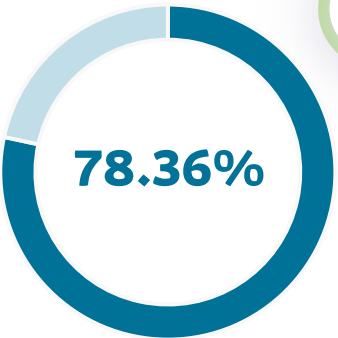
Location



Procedures



Outcomes



Speed



Inapplicable

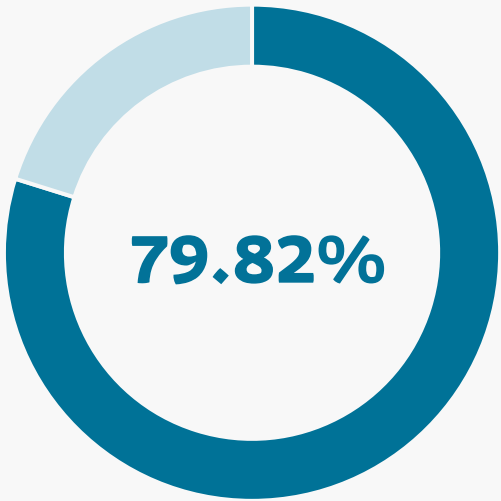
Employees



Inapplicable

(First Level) General Satisfaction Index

Sample size: 57



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

## Recommendations

Customers have requested the provision of entry card for all team members.  
Accordingly, a unified email has been created to receive additional requests from the Startup Hub customers.

## Report Contents

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## Complaints Report – Q3 of 2023

Services	Number of Complaints	Number of Closed Complaints	Procedures for Improving the Satisfaction Rate
Monsha'at Academy	39	39	<b>Surveying and studying the proposals submitted by customers, and working to analyze them to improve and increase the satisfaction rate</b>
Nawafth App	10	10	
Mazaya by Monsha'at	25	25	
Certificate of Enterprise Size	50	50	
Innovation Center	4	4	
Startup Hub	1	1	

Thank you