



امتيازات

IMTIYAZAT

المبادرة الأكبر لتقديم خصومات  
حصرية لموظفي الحكومة الاتحادية  
Privileges Program for Federal  
Government Employees

# Satisfaction Survey Report “Imtiyazat” Program

هيئة اتحادية | Federal Authority

07/01/2019



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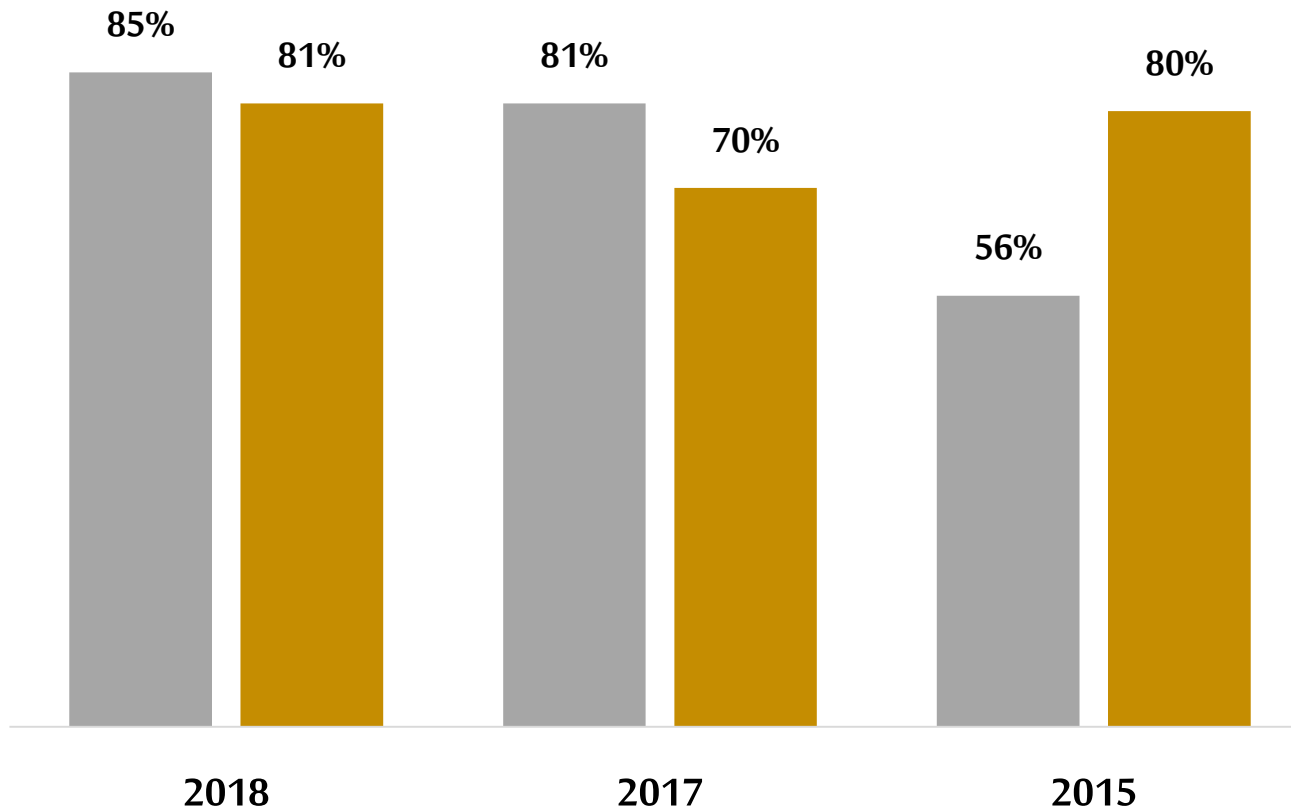
امتيازات  
IMTIYAZAT





### Overall Satisfaction with Imtiyazat Offers

Target ■ المستهدف ■ المحقق Achieved



### Responses and Target Groups

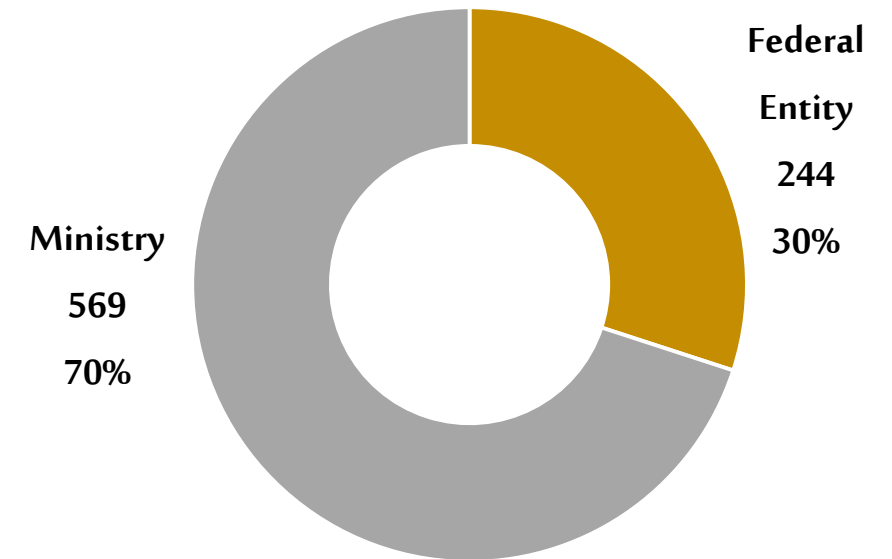
All Federal Government Employees	Target Groups
383	Target
813	Number of responses
Releasing Date: 12/12/2018 Closing Date: 27/12/2018	Release and closing date of the questionnaire



Federal Entity		#	Ministry	
1	FEWA	85	1	Ministry of Health and Community Protection
2	FAHR	51	2	The Ministry of Education
3	Emirates University	29	3	Ministry of Justice
4	Emirates Transport	14	4	Ministry of Community Development
5	Zayed University	11	5	Ministry of Climate Change and Environment
6	Federal Land and Maritime Transport Authority	7	6	Ministry of Finance
7	Insurance Authority	8	7	The Ministry of Economy
8	General Authority for Youth and Sports	7	8	Ministry of Foreign Affairs and International Cooperation
9	Sheikh Zayed Housing Program	5	9	Ministry of Infrastructure Development
10	Zakat Fund	4	10	Ministry of State for National Council Affairs
11	Federal Customs Authority	3	11	Ministry of Energy
12	Federal Competitiveness and Statistics Authority	2	12	Ministry of State for Youth Affairs
13	National Media Council	2	13	Ministry of State for Tolerance
14	Emirates Authority for Standardization and Metrology	2	14	Ministry of Interior
15	National Qualifications Authority	2	15	Ministry of Defense
16	Emirates Identity Authority	2		
17	Higher Colleges of Technology	2		
18	Federal Tax Authority	2		
19	Supreme Council for Population Composition	2		
20	General Authority for Islamic Affairs and Endowments	1		
21	Emirates Real Estate	1		
22	TRA	1		
23	Al Etihad Credit	1		
Total		244	Total	

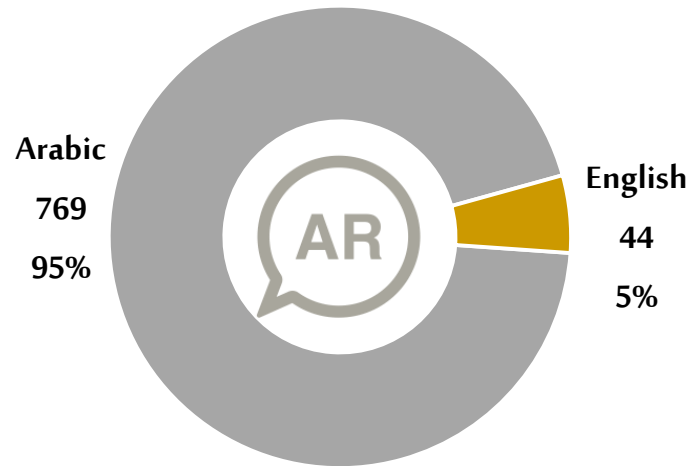
38 Federal Entities  
813 Employees

User Category

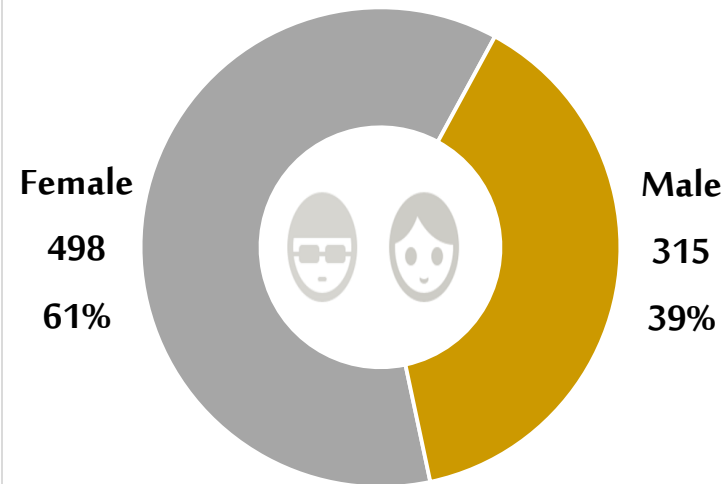




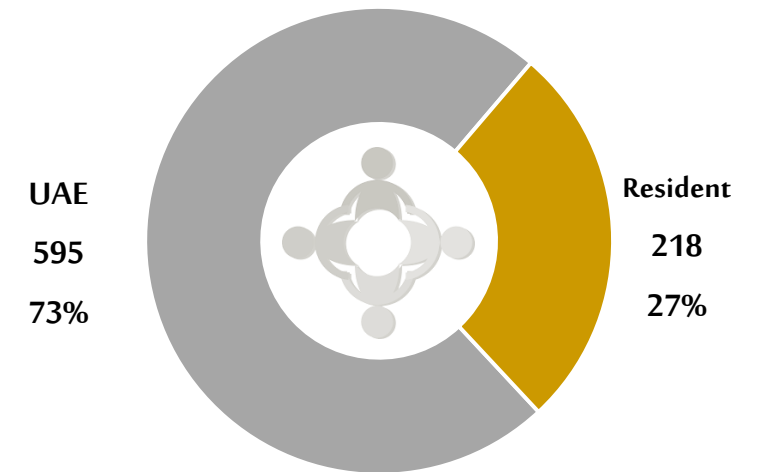
## Your preferred language to communicate FAHR?



## Gender

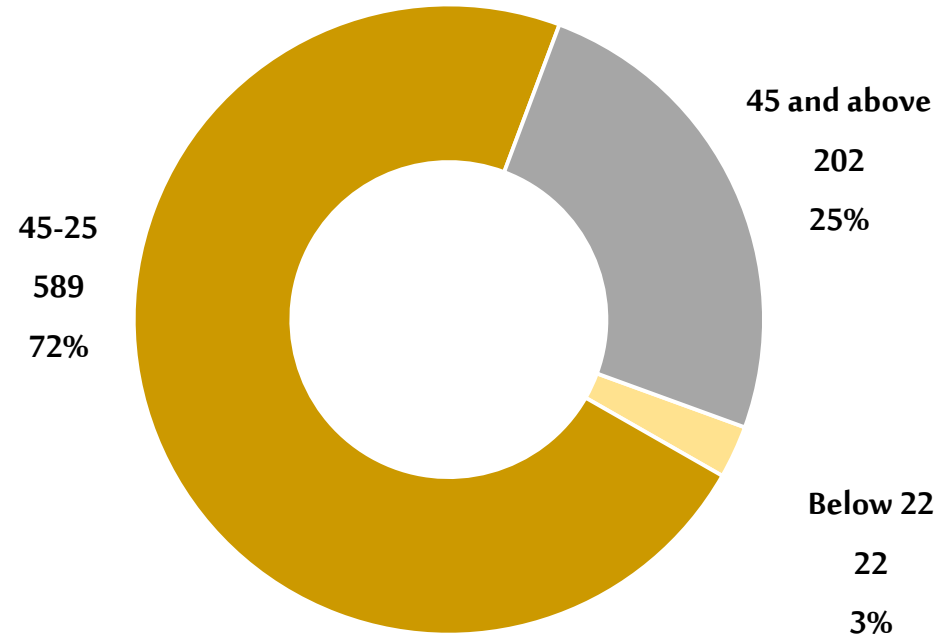


## Nationality

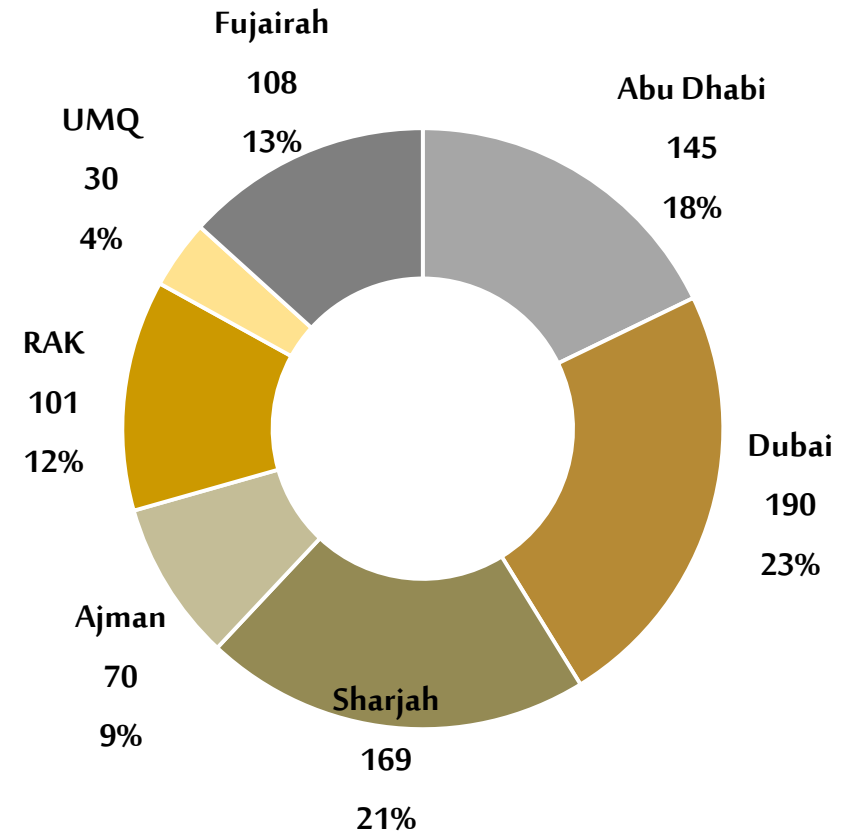




## Age



## Workplace (Emirate)



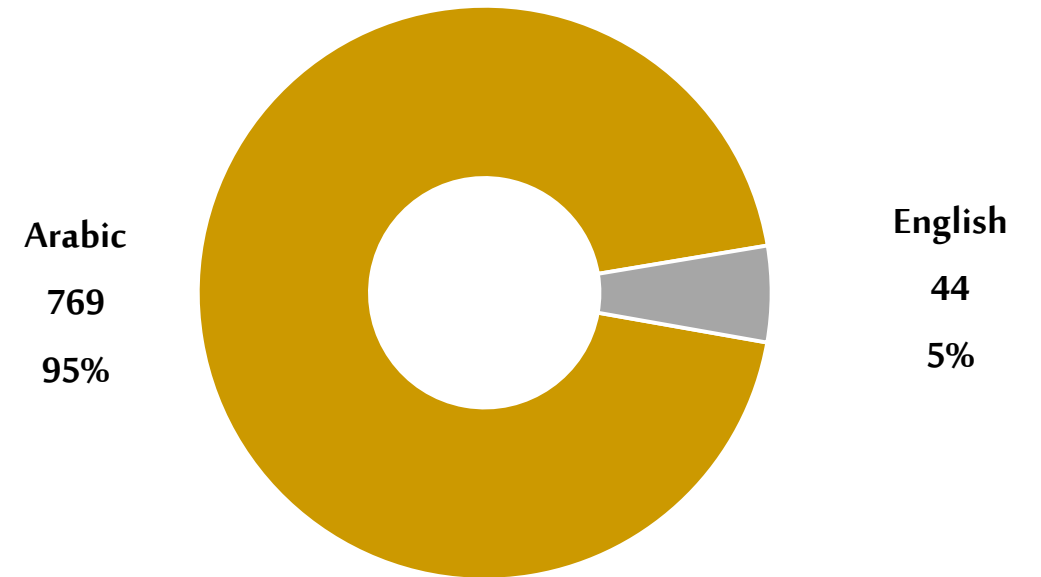


What channels did you know about the Imtiyazat program  
and the different initiatives of the Authority?



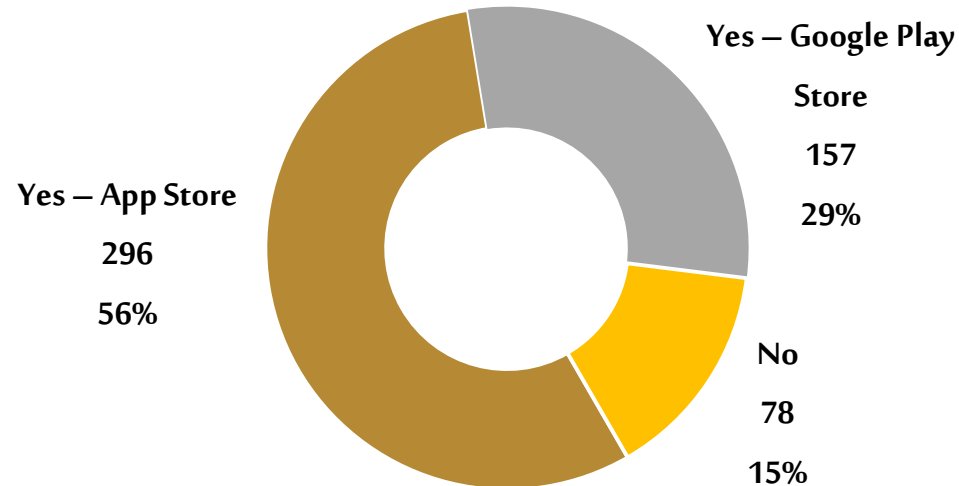
Note: The total number of channels is 758 due to the possibility of selecting more than one channel for each participant

What is your preferred language to communicate FAHR?



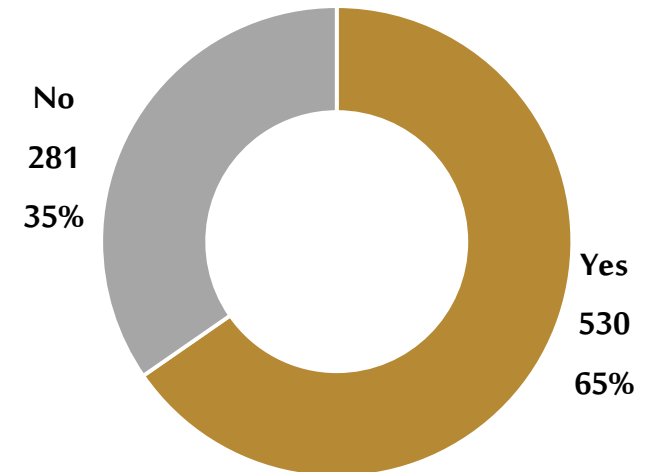


### Did you download Imtiyazat App from the App Stores?

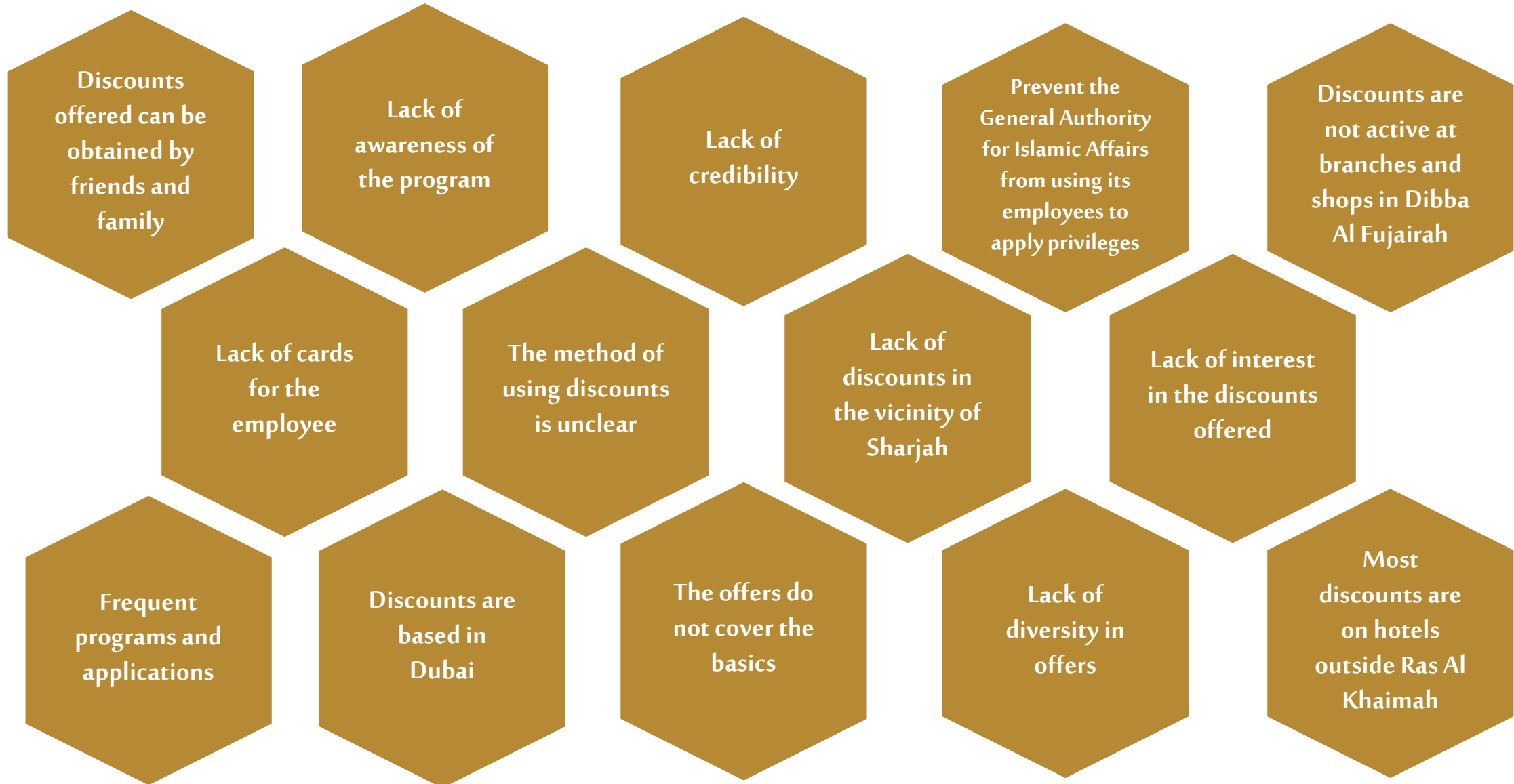


Note: The reasons why the Smartphone Privileges app is not loaded based on the reasons given by the 78 respondents (no) are explained in the next slide.

### Are you aware about Imtiyazat Program



Note: The number of respondents who answered (Yes) was 530, and accordingly the question in the adjacent graph was answered about downloading the application from different electronic stores.





The store did not provide the discount mentioned in the App

Hotels and flight  
reservations

Car Insurance  
Center

Ajyad Medical  
Center

Stores that did not offer discounts (no repeat)

## Reasons for not using Imtiyazat App

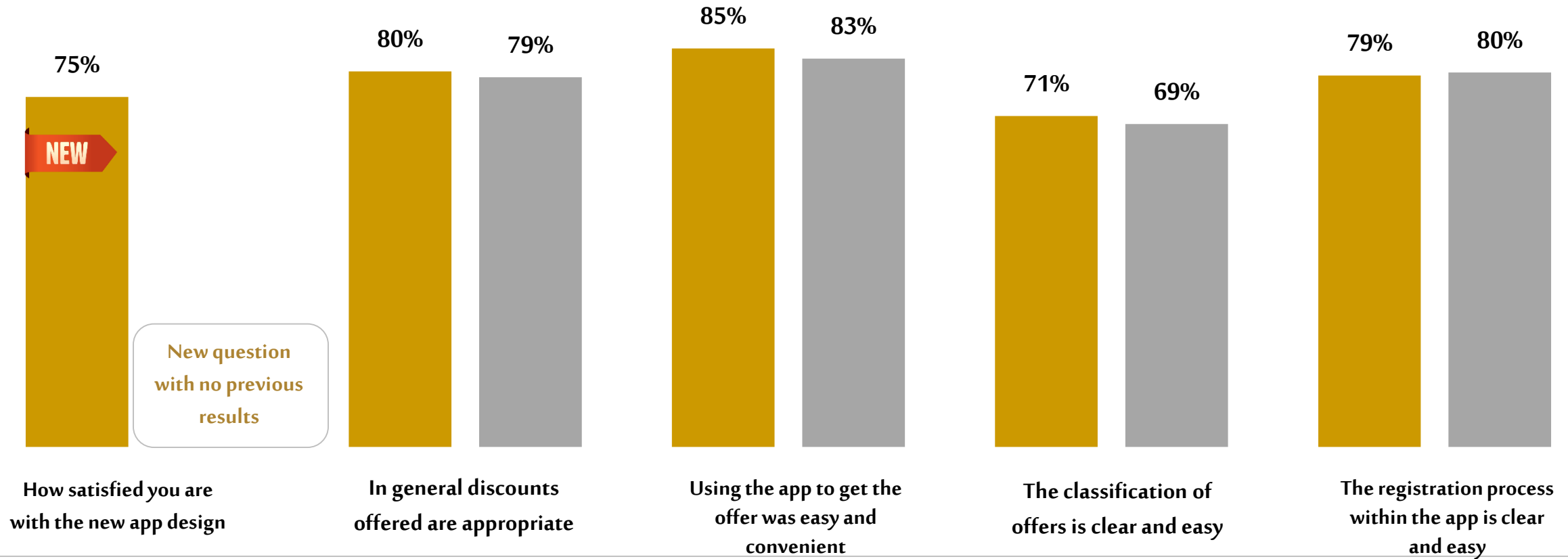


Note: This question allows you to select more than one channel per participant



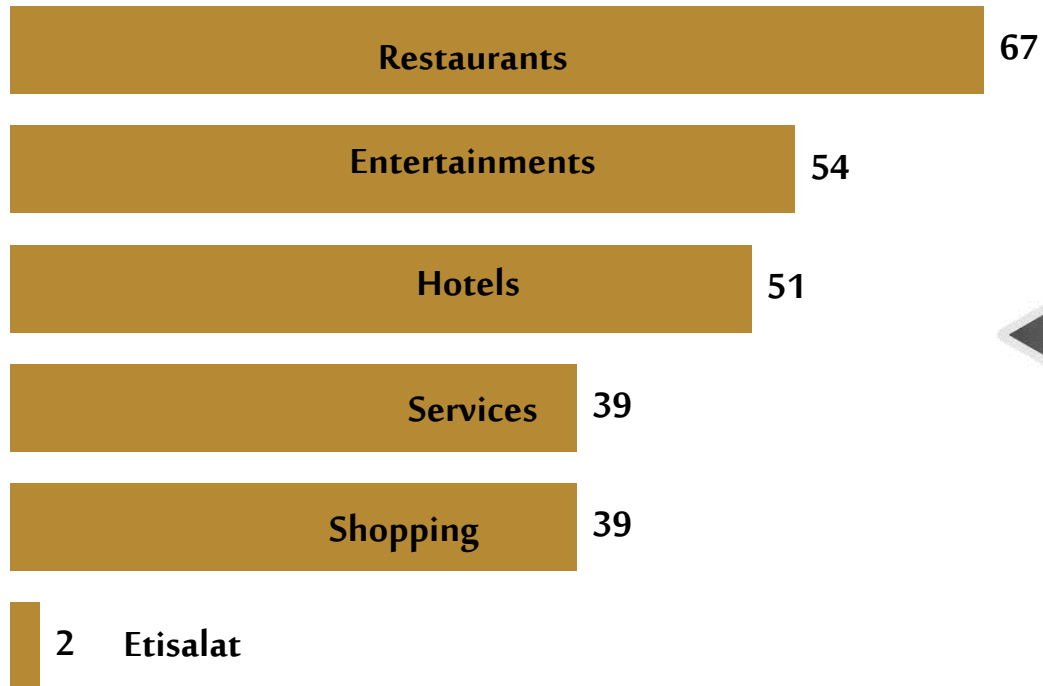
## Overall Satisfaction with Imtiyazat

■ 2017 ■ 2018





## What type of Offers you benefit from?



Note: This question allows you to select more than one channel per participant

## Have you benefited from the offers made under Imtiyazat



Note: The number of respondents who answered (Yes) was 147, and accordingly the question in the adjacent graph was answered about the type of offers that were used.

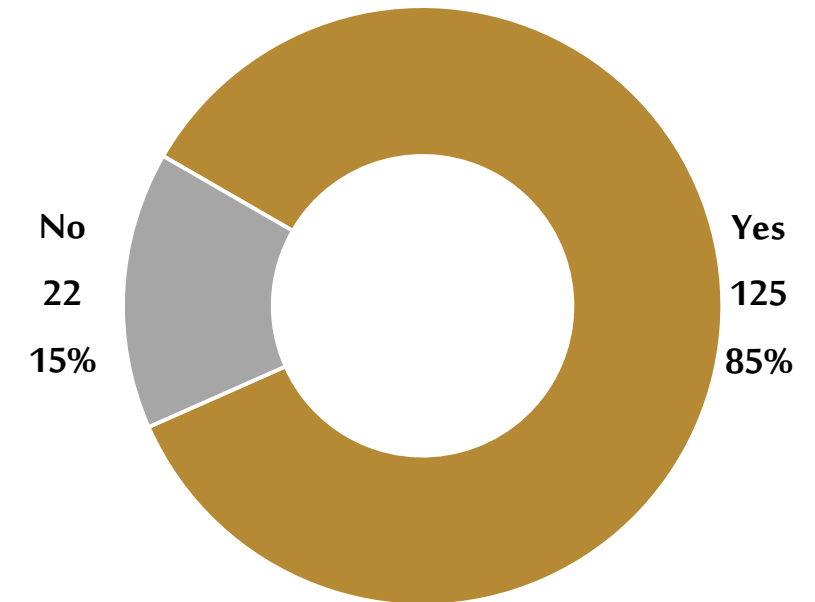


## Offers provided by the merchants

Fly Dubai	Sky Dubai
Etisalat	Clarence
Urbi	Medicina Pharmacy
Skechers	DAMAS
Hotel Palazzo Versace	Home Center
IMG world	Bazah Restaurant

Note: Please find above in the table the names of merchants (non-repetition) that have no clear idea of how to handle privileges offers through the application from the views of the participants in the questionnaire

Discount providers from merchants had a clear idea of how to handle the offer through the app



Note: The number of respondents who answered (No) was 22, and accordingly the question in the adjacent table about the merchants offering the discounts

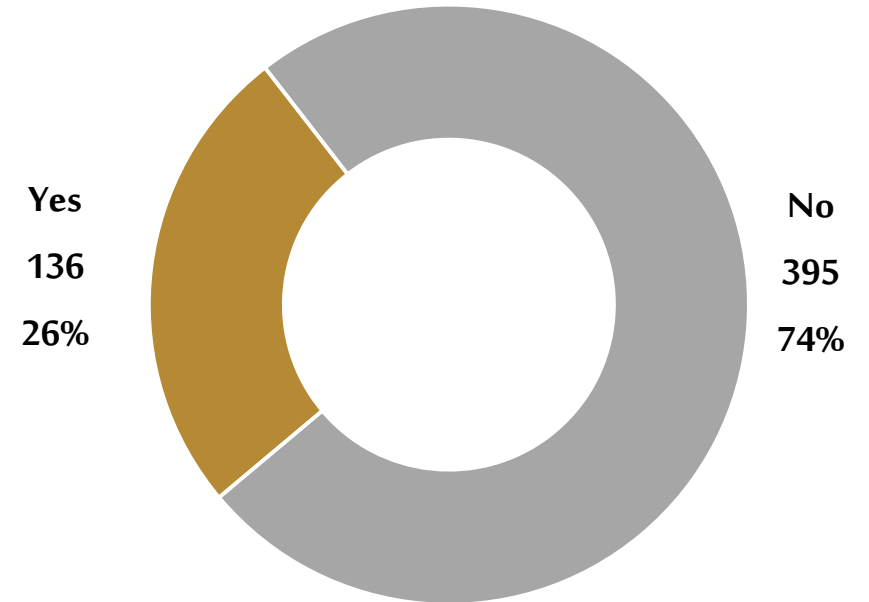


### Initiatives provided by your entity

Discounts on Hotels& Airlines	Entertainer	Fazah
Bin Hamouda Car Dealer	Renting Cars	Esaad!
Dental clinics and beauty centers	Hyundai	Incentive System
Discount from Dnata	Umrah	Saada
ENBD & Emirates Islamic Bank Miles Card	Schools & Nurseries	Absher Program
Discounts initiative to complete study at Ajman University	Maarref	Du & Etisalat

Note: Above are the initiatives for providing special discounts provided by the entities to their employees (without repetition).

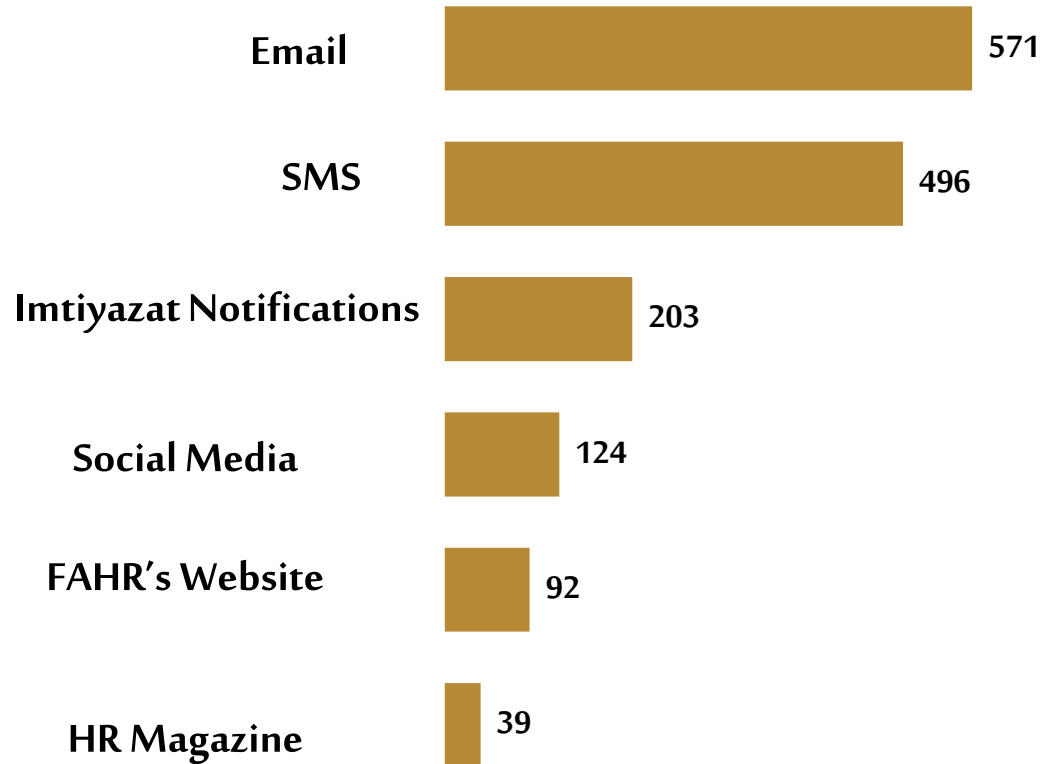
Does your organization have any initiatives to provide discounts to its employees (partnerships with the private sector to provide special discounts to its employees)?



Note: The number of respondents who answered (Yes) was 136, and accordingly the question in the adjacent table was answered about the initiatives offered by the authorities.



What is the preferred channel of communication with you to keep you updated on Imtiyazat and periodic offers issued by the initiative?



Note: This question allows you to select more than one channel per participant

### Proposed Additional offers for Imtiyazat Program

Hospitals and cosmetic clinics	Airline tickets
Health Insurance	Hotels & Spas
Family Health Club subscription	Restaurants
Discounts on schools fees	Salem Al Shuaibi Jewellery
Cinemas	Retail Shops
Auto	Furniture Shops
Auto Insurance	Consumer Goods
Umrah & Haj Packages	Dubai Parks
Signing an agreement with Dubai Police Headquarters to provide a discount card (ESSAD) For federal government employees	



## Suggestions related to discounts and offers

Exclusive Offers from Bank Financing

Including a well-known restaurants, for example  
(PF Chang's & Cheesecake Factory)

Add features suited to federal government employees to actually be taking  
advantage of the app

Increase the discount rate

I wish to provide more list with reasonable and satisfactory discounts

Check the credibility of the offer before adding the ad

Expand the circle of offers to include non-masculine places within the application

More offers and diversification

Diversity in hotels, restaurants and salons

There must be special privilege cards

Health care field more health centers

Get competitive offers to compete with other programs

Find other offers in various sectors and provide a discount rate higher than 20%

Include more places and prices suitable for low-income people

Classify offers in a clearer, easier and faster way

Discounts at home center by at least 25%



## Suggestions related to system development and marketing

Attach the program with a discount card for each employee distributed on World Happiness Day

System content development, not system itself

Easy to use Imtiyazat program and booking method and clarify the discount rate

Focus on Etisalat service centers as some employees do not know about Imtiyazat Program offers

Notification for everything new and issue an independent card to take advantage of discounts

Increase sponsors of the program

Linking it to government services

Increased awareness and frequent promotion of discounts

To place a sign where Imtiyazat can be used

Develop the program and make it more flexible and easy to use

Partnership with other marketing entities such as Fazaa card

Facilitate and simplify the look & feel

The site needs more clarification

It is better to have the activation code on the phone than on the email

Change it from a smart app to a website so employees can easily access it



## Suggestions related to the diversification of offers on the Emirates:

Permanently updated offers include all UAE and not just Dubai

Imtiyazat should be suitable for all emirates

Adding many privileges to the residents of Abu Dhabi