FAHR Engages Customers in Shaping its Service Framework through the “Customer Voice” Workshop

The workshop brought together representatives from federal entities, with FAHR inviting 18 federal entities to ensure diverse and comprehensive representation of different employees and customers segments. The workshop provided an opportunity to hear their views and feedback on the current level of services as well as their aspirations and expectations for future services.

Adil Ibrahim Al Zarooni, Director of Digital Empowerment at FAHR, said: “The ‘Customer Voice’ workshop reflects the FAHR’s belief that the customer is an essential partner in the development services, and that listening to their views and needs is fundamental to designing services that are more efficient, flexible, and proactive. Through the workshop, we were keen to provide an interactive platform where participants could share their experiences and aspirations and contribute directly to identifying priorities for enhancing FAHR’s services. This approach supports our efforts to continuously improve the customer experience and further elevate the level of services we provide.”

The workshop focused on several key areas, most notably evaluating the current customer experience by identifying the strengths and challenges associated with the services provided, while exploring participants’ proposals for improvement. Discussions also addressed future needs and preferences, including customers’ expectations of FAHR services in the next phase.

The workshop featured an interactive exercise that enabled participants to identify the practices and services they believe should be initiated, discontinued, or continued, in addition to identifying the most impactful changes that could enhance customer experience and further improve FAHR services.

The workshop produced a set of outcomes reflecting participants’ views, needs and aspirations. most notably documenting their needs, preferences, and proposals put forward; identifying the key priority areas for service improvement; and generating ideas and solutions for future services that would contribute to enhancing customer experience.

FAHR also underscored the importance of continuing engagement with federal entities in developing future services as well as commitment to developing a “Customer Charter” that will serve as a reference for enhancing and evolving its services. This approach reinforces the participatory model and supports the design of services that are responsive to customers’ evolving needs and aspirations.

FAHR continues to advance its services through a customer-centric approach, drawing on the insights and proposals of federal entities and customers. This approach is the development of proactive, integrated and innovative services that respond to the evolving needs, while contributing to the Government’s vision towards delivering innovative, seamless government services centered around the customer.