Benefits & Financial Empowerment Sector
Sector Agenda

- Organizational Chart
- Sector Organization Chart
- Dubai Plan 2021
- Roles and Responsibilities
- Services
- Projects

الهيكل التنظيمي
- هيكل القطاع
- خطة دبي 2021
- المسؤوليات والمهام
- الخدمات
- المشاريع
Sector Organization Chart

CDA - DG

DG Advisor in Institutional Process & Services Excellence

Benefits & Financial Empowerment Sector

Financial Empowerment Department
  - Empowerment Cases Management
  - Empowerments Projects

Financial Benefits Department
  - Benefits Allocation
  - Benefits Assessment & Follow-up

Customer’s Service Department
  - Customers Services Centers
  - Services Improvements & Process re-engineering
Customer’s Service Department

Customer Service Department - Director

Customer’s Service Section Manager

Customer’s Happiness Center

7 Stars Criteria

Services Improvement Section Manager

Processes & IMS (International Standards)

Services Improvements Methodologies (six sigma)
Customer’s Service Department
Transformational Projects

Projects Time Lines; Starting from October 2014 Until October 2016

1. Processes & Services Re-engineering
2. Implementing IMS Criteria
3. Establishing a Unified Customer’s happiness Center
4. Implementing 7 Stars Criteria

Achievements & Awards

ISO 9001:2015
ISO 14001:2015
OHSAS 18001:2007

98.1 Customer’s Satisfaction

Agenda Number One Award
City Makers Prize

Benifits & Financial Empowerment Sector
CDA Customer’s Journey & Experience

Services Provision Procedure - ISO 9001: 2015

Getting Services Inquires & Information
- الاستفسار عن الخدمات

CDA C's Registration through ICMS
- تسجيل الطلب بوجود كافة الوثائق

Evaluting the C's Services requests and...
- دراسة الطلب

Providing the services finally to the...
- تقديم الخدمة / اشعار الحصول على الخدمة

Customer's Case Management Detailed Studies
- إدارة حالات المتعاملين للتمكين

Average of 3 MOT-Moments of Truth
- Touch Points Between Customers & CDA
  - Touch maybe through CDA website, mobile application call center & face to face interview through the C's Center

Average of One Site Visit Only to CDA Customers Happiness Center
CDA Customer’s Journey & Experience

- CDA Customers Happiness Center
- Getting Services Inquires & Information
- CDA C's Registration through ICMS
- CDA All Services Providers Department'
- Evaluating the C's Services requests and...
- Providing the services finally to the...
- CDA Financial Empowerment Department
- Customer's Case Management Detailed Studies
Center Interior Design
The main contents of the Center

1. designated customer service center
2. designated counseling areas
3. CDA liaison body
4. children's nursery
5. designated employees' areas
6. customer and staff cafeteria

- Outstanding customer service center
Time & Motion Study for CDA Customer’s Journey
Financial Benefits Department
Financial Benefits Department – Org’s Structure

FINANCIAL EMPOWERMENT DEPARTMENT STRUCTURE
November 7, 2016/Version 1.0

CEO - Financial Benefits and Empowerment
د. السيد محمد الهاشمي

Officer Manager (1/0)

Director – Financial Benefits (1/0)
مدير إدارة المنافع المالية
مهندس سعيد - 16

Head - Assessment and Follow up (1/0)
رئيس قسم التقييم والمتتابعة
نائب أحمد الجميري - 13

Executive – Assessment and Follow up (1/0)
مدير تقييم وتخطيط المنافع
أحمد سعيد - 13

Senior Executive – Assessment and Follow up (0/0)
مدير تقييم وتخطيط المنافع
يحيى إبراهيم - 9

Specialist – Assessment and Follow up (1/0)
مدير تقييم وتخطيط المنافع
علي عيسى - 12

Head – Benefits Allocation (1/0)
رئيس قسم تخصيص المنافع
حسين غانم عبد الله الفلاسي - الإدارة

Executive – Benefits Allocation (1/0)
مدير تخصيص المنافع
علي عيسى - 12

Senior Executive – Benefits Allocation (2/0)
مدير تخصيص المنافع
علي عيسى - 12

Specialist – Benefits Allocation (2/0)
مدير تخصيص المنافع
علي عيسى - 12

Approved By

SAYED MOHAMMED ALHASHIMI
CEO - Financial Benefits and Empowerment

Mhannad Saeed
Director – Financial Benefits
<table>
<thead>
<tr>
<th>Dubai 2021</th>
<th>Strategic Goal</th>
<th>Financial Benefits Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Providing financial support for critical humanitarian cases</td>
<td>• <strong>Periodic Benefit</strong>, which is financial assistance disbursed periodically to eligible beneficiaries to address their basic subsistence needs.</td>
</tr>
<tr>
<td>City of Happy, Creative &amp; Empowered People</td>
<td>Achieve financial self-sufficiency for Emiratis.</td>
<td>• <strong>Emergency Benefit</strong>, which is financial assistance disbursed to eligible beneficiaries, due to an emergency.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• <strong>One-time Benefit</strong>, which is financial assistance, granted to low-income earners to help them satisfy their needs, set-up and furnish their homes, or help people with disabilities or any other group for which a decision by the Director General of CDA is issued.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• <strong>Temporary Housing Benefit</strong>, which is financial assistance granted to beneficiaries whose homes have been damaged as a result of an emergency.</td>
</tr>
</tbody>
</table>
Financial and social benefits types, eligibility criteria, and beneficiaries

Law No. 7 of 2012 on financial and social benefits in the emirate of Dubai specifies benefit types, range, eligibility criteria and reasons why a benefit might cease.

The law includes the benefit eligibility criteria and limit based on the average monthly income of the eligible beneficiaries and the number of family members. The Community Development Authority (CDA) in Dubai is in charge of enforcing the law and providing the benefits stipulated according to the types, categories and amounts of benefits, as well as the actual needs of the persons requesting the benefit, and the priority of cases.

According to Article No. 3, the scope of the law comprises three categories:
1. UAE nationals with a family book (family registration) issued by the emirate of Dubai.
2. Divorced women or widows who have dependent children with a family book issued by the emirate of Dubai.
3. Dependent children by a widow with a family book issued by the emirate of Dubai.
The following criteria apply:

- The eligible person/beneficiary must permanently reside in the emirate of Dubai.
- Monthly income of the eligible person/beneficiary should be less than the benefit limit, as per the table below:

<table>
<thead>
<tr>
<th>No. of family members</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit Limit in AED</td>
<td>10700</td>
<td>13700</td>
<td>14700</td>
<td>15700</td>
<td>16700</td>
<td>17700</td>
<td>18700</td>
<td>19700</td>
<td>20700</td>
<td>21700</td>
</tr>
</tbody>
</table>

The table shows the minimum amount of the householder's average monthly income below which the family is eligible for the benefit. The average income is the gross income of the householder or the eligible person during the year divided on 12 months. The benefit limit is determined according to the number of family members.
Periodic Benefit

This is assistance that supplements the income of the householder, and is disbursed periodically by CDA in Dubai to UAE nationals who meet the eligibility criteria in order for them to address their basic subsistence needs.

Beneficiaries of the service/assistance:

UAE nationals with a family book (family registration) issued by the emirate of Dubai
Divorced women or widows who have dependent children with a family book issued by the emirate of Dubai
Dependent children by a widow with a family book issued by the emirate of Dubai

Eligibility Criteria:

The eligible person/householder must permanently reside in the emirate of Dubai.

Monthly income of the eligible person/householder should be less than the prescribed benefit limit.
Emergency Cash Assistance

This is provided to UAE nationals in need, divorced women, widows, dependent children by a widow. Eligible beneficiaries must hold a family book (family registration) issued by the emirate of Dubai and be permanently residing in Dubai with a monthly income that is less than AED 10,700 as a minimum. The Emergency Benefit is disbursed due to an emergency situation resulting in a threat to their stability.

Tuition Benefit for the disabled

The CDA disburses cash assistance to low-income Emirati families residing in Dubai who have children with disabilities, according to the prescribed benefit limit. Applications can be submitted for up to five children with disabilities per academic year.

The benefit of supplying electricity:

This financial assistance is disbursed to UAE nationals residing in the emirate of Dubai to cover the cost of electricity supply for new homes built on land granted by the government in the emirate. It is disbursed only once and is calculated according to the cost of electricity supply determined by DEWA.
Temporary Housing Benefit:

This is financial assistance intended to pay for temporary housing for eligible UAE nationals, divorced women, widows, dependent children. It is disbursed to eligible beneficiaries who do not have a home, or whose home was damaged as a result of an emergency that rendered their home unfit for living. This aid becomes invalid as soon as its reason expires. The assistance ranges, in accordance with a number of tables and requirements. CDA shall pay the rental value or a part thereof for the premises for only one year. Applicants can apply more than once. CDA shall not incur any other fees or obligations resulting from the lease.

Eligibility Criteria:

The applicant does not own a permanent house.
The eligible person/householder requesting for the benefit should be permanently residing in Dubai. The rental shall be leased in the emirate of Dubai.
It is required that the applicant has applied for: a) housing grant, b) house construction loan, c) house purchase loan from Mohammed bin Rashid Housing Est. or the Sheikh Zayed Housing Programme. Exceptions to this can be made for non-UAE widows and divorced women who have custody of UAE children and are not qualified for applying to the establishment and the programme.
Each householder shall have only one temporary housing benefit.
Monthly income of the eligible person/householder should be less than the benefit limit.
Financial Empowerment

Benefits and Financial Empowerment Sector
Organizational Structure
Financial Empowerment

- Financial Empowerment Director

Empowerment Programs Development Section
- Senior Executive
- Sr. Projects Specialist

Case Empowerment Section
- Senior Executive
- Senior Executive
- Senior Executive
- Senior Specialist

Empowerment Senior Specialist
- Senior Specialist

- Number of employees: 7
- UAE nationals: 6
- Nationalization percentage: 85%
Indicators

Strategic Goal

• Achieve financial self-sufficiency for Emiratis.
• Ensure that Emiratis, especially young people with life skills, abilities and knowledge that will enable them to take important life decisions.
• Ensuring the availability of organizations responsible for the care and rehabilitation of the most vulnerable groups and their integration in society, in addition to the development of policies and regulations that support achieving this goal.
• Protect the most vulnerable from abuse, neglect, exploitation and discrimination negative categories.

Strategic Indicator

• C2 My relationship with the Community Development Authority is a long-term pleasant relationship (UAE nationals and Society)

Indicators

• Number of people who attended the financial awareness workshops
• Percentage of Emirati families who exit the financial benefits service in a year out of out those who are planned to exit in the same year.
### Initiatives

#### Dubai 2021

- **People**
  - City of Happy, Creative & Empowered People
  - Productive and Innovative in a Variety of Fields
  - Educated, Cultured and Healthy Individuals.
  - Are the Cornerstone for Dubai’s Development across all field.
  - Participation rate among Emiratis in the labor market.

### Strategic Goal

- Achieve financial self-sufficiency for Emiratis.
- Ensure that Emiratis, especially young people with life skills, abilities and knowledge that will enable them to take important life decisions.
- Ensuring the availability of organizations responsible for the care and rehabilitation of the most vulnerable groups and their integration in society, in addition to the development of policies and regulations that support achieving this goal.
- Protect the most vulnerable from abuse, neglect, exploitation and discrimination negative categories.

### Masar Program for Financial Empowerment

- Support the Government of Dubai’s efforts in the field of employment of citizens in general and the targeted group in particular.
- Transition from government dependency for the families that rely on aid from the government or the public sector to self financial dependence.
- Capacity and skills development for targeted group to enter the labor market.
- Provide job opportunities to targeted group in collaboration with strategic partners.
- Empower families to achieve financial independence to targeted Emirati families.
- Contribute in achieving Community Development Authority strategy of social empowerment.
Services Provided

<table>
<thead>
<tr>
<th>Dubai Citizens</th>
<th>Citizens receiving financial benefits from CDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial awareness sessions and workshops</td>
<td>Capacity building and soft skills training</td>
</tr>
<tr>
<td></td>
<td>Financial Awareness</td>
</tr>
<tr>
<td></td>
<td>Interview preparation courses</td>
</tr>
<tr>
<td></td>
<td>Job opportunities</td>
</tr>
<tr>
<td></td>
<td>Business opportunities</td>
</tr>
<tr>
<td></td>
<td>Mentoring and guidance</td>
</tr>
</tbody>
</table>

Projects and Partnerships

<table>
<thead>
<tr>
<th>Partnerships</th>
<th>Projects</th>
<th>IT systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empowerment initiative with Dubai Tourism - training and hiring in hospitality sector.</td>
<td>Beneficiaries data base update</td>
<td>ICMS</td>
</tr>
<tr>
<td>UAE nationals hiring initiative in Dubai Customs</td>
<td>Re-engineering department procedures and standards</td>
<td>Microsoft Project</td>
</tr>
<tr>
<td>Job opportunities and training with private sector.</td>
<td>Developing empowerment programs for financial beaneries from CDA for different categories</td>
<td></td>
</tr>
</tbody>
</table>
Masar (Path)  
(Empowerment Plan)
Empowerment Department 2017 plan

Department Projects

- Develop Training Programs
  - CSR Training Calendar
  - Case Study for all Beneficiaries
  - Develop Policies and Procedures
  - Database Update

Dubai Truism - Training and Job placemat
Masar Program – 1st round
Ma’arefeh Initiative
Bidayah Initiative
Kasib project with Dubai Municipality

Empowerment Projects

- Awareness
- Awareness
- Awareness
- Awareness

Dubai Customs
DU
Jabal Ali Group
Wade Adams

2/14/2018
Benifits & Financial Empowerment Sector
Department Readiness

![Department Readiness Diagram](image)

Empowerment Readiness

![Empowerment Readiness Diagram](image)
Part of Masar (Internship Program) aims to organize all volunteering opportunities in Dubai

Targeted segment

Sponsoring agencies

Partners

Internship Program

Expected Results

Private Sector Sponsoring agencies Volunteering Dept Financial Empowerment Dept.
Volunteers
Subject matter experts in different areas

CDA Beneficiaries
Citizens of Dubai and UAE

Knowledge transfer initiative through social responsibility

Private and Public Sector

Training Facilities
Training material / electronic training material

Registration

Train in area of expertise

Ma'arefeh Program for Social Responsibility

2/14/2018
Benifits & Financial Empowerment Sector
Financial Clinic

Stage 1
- Cognitive behavioral therapy
- Providing dedicated scientific financial advice to the case

Stage 2
- Providing scientific concepts of financial management
- Cure financial problems with future plans

Stage 3
- Financial Plan

Evaluation

Empowerment
- High
- Low

Case Study
- Financial Situation
- Psychometric
- Culture
- Attitude

Profiling stage
Financial Benefits & Empowerments Services

KPI’s

Productivity
Efficiency
Effectiveness
Organization Capabilities

- People
- Vision
- Processes
- Tools
Why We do need a Process Management

Vision

Define Strategies

Operations

Implement a Business Processes
Why We do need a Process Management

- **Vision**
- **Define Strategies**
- **Brain & Knowledge Layer**
- **Design the Business Process**
- **Performance Management**
- **Operations**
- **Provide the Infrastructures & Tools**
- **Implement the Business Process**
Customer’s Service Department - Processes & Service KPI’s Results

1. Time required for launching a service / initiative / project (In month)

2. Service delivery time (In Week)

3. Service processing time (in Hours)

4. Customer waiting time (In minutes)

- 2015 Target: 3 weeks
  - Achieved: 3 weeks

- 2016 Target: 3 weeks
  - Achieved: 3 weeks

- 2017 Target: 3 weeks
  - Achieved: 3 weeks

- 2018 Target: 3 weeks
  - Achieved: 3 weeks

- 2015 Target: 3 Days
  - Achieved: 3 Days

- 2016 Target: 3 Days
  - Achieved: 3 Days

- 2017 Target: 3 Days
  - Achieved: 3 Days

- 2018 Target: 3 Days
  - Achieved: 3 Days

- 2015 Target: 15 minutes
  - Achieved: 15 minutes

- 2016 Target: 15 minutes
  - Achieved: 15 minutes

- 2017 Target: 15 minutes
  - Achieved: 15 minutes

- 2018 Target: 15 minutes
  - Achieved: 15 minutes

- 2015 Target: Zero
  - Achieved: Zero

- 2016 Target: Zero
  - Achieved: Zero

- 2017 Target: Zero
  - Achieved: Zero

- 2018 Target: Zero
  - Achieved: Zero
Customer’s Service Department - Processes & Service KPI’s Results

5. Number of site visits "between customer and CDA" (Points)

6. Average number of overlaps and duplicate which have been resolved at financial benefit provision processes (points)

7. Business Rules & Decision Making Points at financial benefit provision processes (In points)

8. Number of public services (a public service which are directly provided to a customer) (In service)
Customer’s Service Department -
Processes & Service KPI’s Results

9. Number of major services in the Authority
(Service Packages) (In service)

10. Number of major processes which have been
improved through processes reengineering project

11. Number of detailed procedures which have been
improved through the processes reengineering project

12. The average of major processes "VACD" which are
documented on ARIS (A major process is a number of
correlated and connected procedures taken to achieve
a specific goal) (In processes)
Customer’s Service Department-Processes & Service KPI’s Results

13-Number of employees who have been trained on how to document and improve processes and services

- **2014 Achieved**: 3
- **2015 Target**: 5
- **2015 Achieved**: 10
- **2016 Target**: 15
- **2016 Achieved**: 20
- **2017 Target**: 25
- **2017 Achieved**: 30
- **Total of 67**

14. The time required for replying to complaints received from customers (in hours)

- **2017 Target**: 5
- **2017.5 Achieved**: 6
- **2017 Target**: 8
- **2018 Target**: 10
- **2018 Achieved**: 12

**3 hours**

2/14/2018

Benifits & Financial Empowerment Sector

Community Development Authority
Customer’s Service Department- Processes & Service KPI’s Results

15. The average of detail procedures which are documented on ARIS (A detailed procedure is correlated steps which have a specific input(s) and end with a specific output(s)) (detail procedures)

16. Percentage of reducing mistakes of financial benefit provision process

2/14/2018
Benifits & Financial Empowerment Sector
Customer’s Service Department - Processes & Service KPI’s Results

17. Estimated reduction value in costs according to the results of reengineered and improved processes (In Million)

18. Number of international certificates given to the Authority (ISO’s)

19. Number of awards given to the Authority for reengineering the processes and services

20. Effectiveness of Main Processes Framework (CDA Main Processes Framework)
Customer’s Service Department - Processes & Service KPI’s Results

21. The time required for replying to customers’ inquiries (in hours)

22. The time required for completely solving a problem (in days)

23. Percentage of customers’ satisfaction with the professionalism of service stars

24. Percentage of customers’ satisfaction with service provision environment

- **97%** achieved compared to **100%** target.

- **98%** achieved compared to **120%** target.
Customer’s Service Department - Processes & Service KPI’s Results

25. Percentage of customers’ general satisfaction

- 2018 Achieved: 98.1%
- 2018 Target: 100%
- 2017 Achieved: 80%
- 2017 Target: 80%
- 2016 Achieved: 60%
- 2016 Target: 60%
مشروع إعادة هندسة إجراءات وخدمات إدارة الخدمات الاجتماعية وإدارة المنافع المالية

Process Re-engineering Project – Social Benefits Services

إعداد: إدارة التميز المؤسسي
Organizational Excellence Department
Customer Experience & Journey
To Get the service from CDA – Yellow Box Moment of Truth –
More than 47 main steps to get the final service ready to
provided to the customers

**Customer Experience & Journey**

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
<th>Step 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>من نفذ ما إلى</td>
<td>عملية تنفيذ</td>
<td>عملية تتبع</td>
<td>عملية إصدار</td>
<td>عملية إعداد</td>
</tr>
<tr>
<td>تصدية العملية</td>
<td>المتابعة</td>
<td>الحالة</td>
<td>المنعسل</td>
<td>للمتعامل</td>
</tr>
<tr>
<td>الطلب</td>
<td>التتابع</td>
<td>المنتجات المفقودة من الأوراق</td>
<td>الطلب</td>
<td>المنتجات المفقودة من الأوراق</td>
</tr>
<tr>
<td>الطلب</td>
<td>التتابع</td>
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<td>المنتجات المفقودة من الأوراق</td>
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</tbody>
</table>

**2/14/2018 Benifits & Financial Empowerment Sector**

**Hierarchy of the Community Development Authority**

**Customer Experience & Journey**

To Get the service from CDA – Yellow Box Moment of Truth –
More than 47 main steps to get the final service ready to
provided to the customers
The Gap Analysis results

10 Moment of Truth – Average for each Service
before the decision if the Customer eligible for the service or not

11 On Average 11 moment of truth to get
The service

14 Some Services Need 14 moment of truth

On Average

10 Halted Reality, and the moment of the
feedback on the service

14 Some Services Need 14 moment of truth

On Average

On Average

On Average
The process phases – TimeLines

The processing time (back office work) need only from 4 to 6.5 working hours

The Process Time Line from 6 to 10 working weeks to get the service

The time necessary to access the service: from one week to one month

The benefits & Financial Empowerment Sector
 أهم الملاحظات على إجراءات الوضع الحالي

The main comments after analyzing each step in the process

عملية تسجيل المتعامل
Customer registration Process

• It is registered customer and taken all his identity papers, although it above worth/merit line?
• It is registered customer forms on paper and then shift to Integrated Case Management System (ICMS)?
• The introduction of the attachment system is manual discharge cases?
• The registration process takes two registration numbers for the customer one for contact number and service registration number?

عملية البحث الاجتماعي
Social Search process

• customer be contacted and identified at his request and needs of a new, even though it is above worth/Merit line?
• Be sure of all the papers that have been at the stage of registration?
• They ask the customer many questions only for their financial situation?
• Is filled electronic form could be up to 44 pages, and sometimes on foreign paper and later transferred to the system?
• It is not selected items and documents that could be re-examined in the case of the renewal of benefit?

عملية إدارة الحالة
Case Management Process

• customer be contacted again and get to know his request even though it above worth/Merit line?
• Be sure of all the papers that have been at the stage of registration?
• Are re-questions to the customer to make sure the data entered on the integrated case management system?
• The case manager add the comments about customer case, (worth or not worth the service) without informing the customer?
The contract with the supplier of furniture through the social financial benefits department? •
A lot of wasted time for the negotiation between the social financial benefits department and suppliers?

We are contracted with two types of suppliers (suppliers dependent - quotations, not baptized - the issuance of the purchase order)? •
Purchase Order process are benefits (Management budget - dedicated to the Authority budget)? •
Budgets are not calculated on the basis of the number of dealers, but rather on the value of purchase orders that has been spent?

بمجرد الانتهاء من الانتقال مع المؤجر?
• معظم الحالات يتضطر المتعامل إلى فقدان المسكن المراد تأجيره بسبب تأخر إجراء الموافقة على الدفع؟
Some comments about ICMS

- If the customer apply from mobile application or website doesn't appear on the system
- System very slow needs to be updated
- There's a lot of shut down cases on the system
- There's no one single contact or number for the customers
- Some customers they have more than service request numbers
Comments on Financial Department Process related to Social Benefits Services

Financial audit should be done from finance department
ISO 9001: 2015

List of Beneficiaries should be 100% accurate

They should have two sheets: one for new customers & the other one for the renewable
The New Concept for all CDA Services Provided to the Customers: Starting from registration then directly get the service from the concerned department then the final phase is to manage the customers cases through case management department.
Suggestions, To Be Concept – process re-engineering concept

After Applying the New Concept the services need a three days maximum to deliver final service to the customers

Customers can get the eligibility and the service card within two working hours

استقبال وتسجيل المتعاملين

احتساب وتقديم المنفعة

صرف المنفعة المستحقة

دراسة وإدارة الحالة

الهيكل الإجرائي لإدارة الحالات والمنافع

الوقت المستغرق للتسجيل من نصف ساعة إلى 45 دقيقة

الوقت المستغرق للتأكد من البيانات واحتساب المنفعة من 45 دقيقة إلى ساعة

الوقت المستغرق للتنفيذ من اجراءات المالية من يوم إلى ثلاثة أيام عمل

موعد الاتصال يكون بعد الاحتدام بنصف ساعة إلى 15 دقيقة

المسار الأطول - حسب نوع الخدمة هو 5 أيام عمل

مجموع الأوقات "المسار الأطول" لتقديم اشعار التعامل بحصوله على الخدمة هو 3 ساعات يوم عمل واحد
# The To Be Concept Procedures

<table>
<thead>
<tr>
<th>Time required to deliver the service to the customers</th>
<th>The required time to execute the service request &amp; notify Customers with the benefits</th>
<th>Social Service Type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>From 2 to 5 days</td>
<td>From 3 to 4 hours with one moment of truth</td>
<td>Financial Periodic Benefits</td>
<td>1</td>
</tr>
<tr>
<td>From 2 to 3 days</td>
<td>From 3 to 4 hours with 3 moment of truth</td>
<td>Furniture Allowance Benefits</td>
<td>2</td>
</tr>
<tr>
<td>From 2 to 3 days</td>
<td>From 3 to 4 hours with 3 moment of truth</td>
<td>Air Conditioning Allowance Benefits</td>
<td>3</td>
</tr>
<tr>
<td>From 2 to 5 days</td>
<td>From 3 to 4 hours with 3 moment of truth</td>
<td>Electricity Connection Allowance Benefits</td>
<td>4</td>
</tr>
<tr>
<td>From 2 to 5 days</td>
<td>From 3 to 4 hours with 3 moment of truth</td>
<td>Housing Allowance Benefits</td>
<td>5</td>
</tr>
<tr>
<td>From 2 to 5 days</td>
<td>From 3 to 4 hours with 2 moment of truth</td>
<td>Cash Money Allowance Benefits</td>
<td>6</td>
</tr>
<tr>
<td>From 2 to 5 days</td>
<td>From 3 to 4 hours with 2 moment of truth</td>
<td>Studying Allowance Benefits</td>
<td>7</td>
</tr>
</tbody>
</table>
ARIS CDA Process Structure Using ARIS Methodology

Process Cycle – Department level

Processes – Sections level

Detailed Procedures for employees level

Benefits & Financial Empowerment Sector
CDA Customer’s Happiness Center Project

High level services for obtaining the highest customer satisfaction level

Winning the Dubai Government Excellence Award, The Dubai Model Center Award for improving government services

Knowledge transfer and raising functional competencies for all CDA employees.

Activating the principle of management by objectives, through linking work procedures to the strategic plan and individual goals for employees

Customer Welcome-lineup

1. Identify the needs of the customer
2. Offering customer service

The flow of processes and procedures for the service
الهيكل الإجرائي العام لمركز خدمة المتعاملين في هيئة تنمية المجتمع

الترحيب بالمتعاملين

التعريف على احتياجات المتعاملين

تقديم الخدمة للمتعاملين

دراسة وإدارة الحالة للمتعاملين
Customer’s Happiness Center Procedures

Process Level 1

خدمات التخريص

ترخيص الأندية الاجتماعية

ترخيص الفعاليات الاجتماعية

ترخيص المنشآت الاجتماعية

ترخيص المهنيين الاجتماعي

خدمات التفتيش والرقابة

استقبال وحل الشكاوى

التفتيش والرقابة على الفعاليات

التفتيش والرقابة على المهنيين

التفتيش والرقابة على الأندية الاجتماعية

التفتيش والرقابة على المنشآت الاجتماعية

Community Development Authority

2/14/2018

Benifits & Financial Empowerment Sector
Customer’s Happiness Center Procedures

Process Level 2

1. ترخيص الأندية الاجتماعية
   - رخصة نادي اجتماعي
   - الاعتراض رخصة نادي اجتماعي
   - تجديد رخصة نادي اجتماعي
   - تعديل عنوان نادي اجتماعي
   - تعديل نشاط نادي اجتماعي

2. تجديد موافقة مبنية لنادي اجتماعي
3. تعديل قانون اساسي لنادي اجتماعي
4. تعديل عنوان نادي اجتماعي

Benifits & Financial Empowerment Sector
Results of the workshops- Raising awareness of CDA mechanisms and its components
Communication Channels and Receiving Customer Feedback Projects

1. Portal Suggestion System
2. CDA Official Website
3. Communicate directly with the suggestions
4. Call Center
5. Suggestion System
6. Email
7. Social media channels

Benifits & Financial Empowerment Sector
Customer’s Communication Channels

Common Suggestions Portal of Dubai Government

A common suggestions portal of Dubai Government www.esuggest.ae through which the customer can make suggestions to the Government authority concerned.

1. Registration is done for the new user and an account in the name of the customer is created by the customer himself.
2. Submitting a new proposal to the concerned authority, hence the customer receives a notification with the suggestion number by SMS or email.
3. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.

CDA Official Website

Official website of CDA, www.cda.gov.ae, through which the customer can offer suggestions by clicking on the link for suggestions.

1. Registration is done for the new user and an account in the name of the customer is created by the customer himself.
2. Submitting a new proposal to the concerned authority, hence the customer receives a notification with the suggestion number by SMS or email.
3. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.
Communicate directly with the suggestions employee

The suggestion is entered after communication with the suggestions employee, Corporate Excellence Administration in CDA headquarters.

1. Registration is done for the new user and an account is created in the name of the customer by the Suggestions Department staff.
2. After making a suggestion, the customer receives notice with the suggestion number via SMS or e-mail.
3. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.

Call Center and information 8002121

1. Receive customer call and get all the details about the suggestion.
2. The call center operator records the new user's call and create an account in the name of the customer.
3. The proposal is recorded and then the customer receives notice with the suggestion number via SMS or e-mail.
4. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.
1. Suggestion forms are collected from the suggestion boxes available in the following places:
   - CDA Headquarters
   - Lighthouse Center
   - Child Protection Center
   - Rashidiya Council
   - Dubai Early Childhood Development Center

2. The suggestions department employee registers the new customer and create an account in the name of the customer.

3. The proposal is recorded and then the customer receives notice with the suggestion number via SMS or e-mail.

4. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.
Customer’s Communication Channels

Email Info@cda.gov.ae

1. Suggestions are received on email Info@cda.gov.ae
2. Send all suggestions made by the Marketing and Corporate Communications Department to the Suggestions Division
3. The suggestions department employee registers the new customer and create an account in the name of the customer.
4. The proposal is recorded and then the customer receives notice with the suggestion number via SMS or e-mail.
5. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.

Social media channels and media

1. The suggestion is received through social media channels and media
2. Send all suggestions made by the Marketing and Corporate Communications Department to the Suggestions Division
3. The suggestions department employee registers the new customer and create an account in the name of the customer.
4. The proposal is recorded and then the customer receives notice with the suggestion number via SMS or e-mail.
5. Suggestion Department receives the proposal through the suggestions electronic program, which does the review process and initial audit on conformity to the required standards, then it converts them to the relevant authority and follow them up according to the mechanism.
Focus Groups

It is a way of studying the feedback of customers by conducting group interviews with a group of customers, which opens the debate to them on several issues. The Organizer picks the axes and main topics. The discussion is managed by asking a series of questions and receiving answers reflecting the views and feedback of the customers.

**Work Mechanism**

1. Define sessions' axes by the Corporate Excellence Administration according to the prior action plan.
2. Clients are selected and invited to attend focus groups sessions by the Corporate Excellence Administration in coordination with departments concerned with service in CDA, according to topics suggested for discussion.
3. The Corporate Excellence Administration manages the interactive focus group meetings in the presence of professionals of service departments to respond to queries.
4. The Corporate Excellence Administration takes notes and suggestions in interactive sessions.
5. Submitting the observations and proposals to the Executive Director of Planning and Development Sector for taking note and guidance.
6. Discuss the results of the sessions in the Board of Directors' meetings and adoption of feasible suggestions.
7. The Corporate Excellence Administration sends feasible suggestions to concerned departments for application and follow up their implementation.
8. Measuring the impact and consequences of application on CDA services by both the concerned department and the Corporate Excellence Administration in coordination with the Strategic Planning and Performance Administration.
Customer’s Focus Groups Project

Interactive Meetings with our Customers (Focus Groups)
With my sincere thanks.