



وزارة الصحة ووقاية المجتمع  
MINISTRY OF HEALTH & PREVENTION

مجالس  
المتفاعلين  
CUSTOMER  
COUNCILS

# Customer council for Issue of Permit to Import Medical Equipment

(Business)

Date: 13/11/2023

Customer happiness – User's experience

## Brief

**Subject:** Customer council for Issue of Permit to Import Medical Equipment

**Date:** 13/11/2023

**Audience:** Business

**Service:** Issue of Permit to Import Medical Equipment



## Steps and Procedures

01

Coordinating meetings with customers according to the customers' council plan

02

Selecting participants that are recommended from the business owner and user experience team

03

Sending a formal invitation to participants, internal partners and concerned parties.

04

Meeting with customers, addressing their requirements, and recording their recommendations.

05

Gathering all outcomes in the findings log to proceed with follow-up and action plans.

# Agenda

01



Introduction

02



Participants  
meet-and-greet

03



Discussion session on  
customer preferences  
and experiences  
regarding the topic

04



Challenges and  
recommendations

05



End of  
session



## **Opinions, Recommendations and Suggestions**

Add the feature of choosing to pay transactions all at once, instead of paying separately for each transaction.

Suggestion: Auto-save system

Suggestion: Add Excel to fasten the process and it is preferable by the customers