



وزارة الصحة ووقاية المجتمع
MINISTRY OF HEALTH & PREVENTION

مجالس
المتفاعلين
CUSTOMER
COUNCILS

Council of Customers for Customer Relationship Management System

(System Customers)

On 22-06-2023

Start Service

Title: Council of Customers for Customer Relationship Management System

Date: 03-05-2023

Customer Category: Individuals / Businesses

Service: Customer Relationship Management System



Steps and Procedures

01

Scheduling a meeting with the system customers based on the customer communication plan.

02

Selection of customers through the complaint register of the system.

03

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

04

Meeting with customers, addressing their requirements, and recording their recommendations along with those of the leadership.

05

Gathering customer insights in the inventory record and monitoring the application follow-up.

Agenda

01



Introduction

02



Participants
meet-and-greet

03



Discussion session on
customer preferences
and experiences
regarding the service

04



Challenges and
recommendations

05



End of
session



Opinions, Recommendations and Suggestions

Connect departments electronically to facilitate user experience and link the organization to licensing.

Provide alerts on all channels for customers.

Integrate the queue system with the Customer Relation Management System.

Explain all requirements in customer service cards including commercial invoices.

Connect and integrate MOHAP and Customs Authority to eliminate challenges in completing transactions.

Suggestion for a digital center that will facilitate communication between customers and service center employees.

Glimpses from the Customer Council

