



الأمانة العامة للمجلس التنفيذي  
GENERAL SECRETARIAT OF THE  
EXECUTIVE COUNCIL

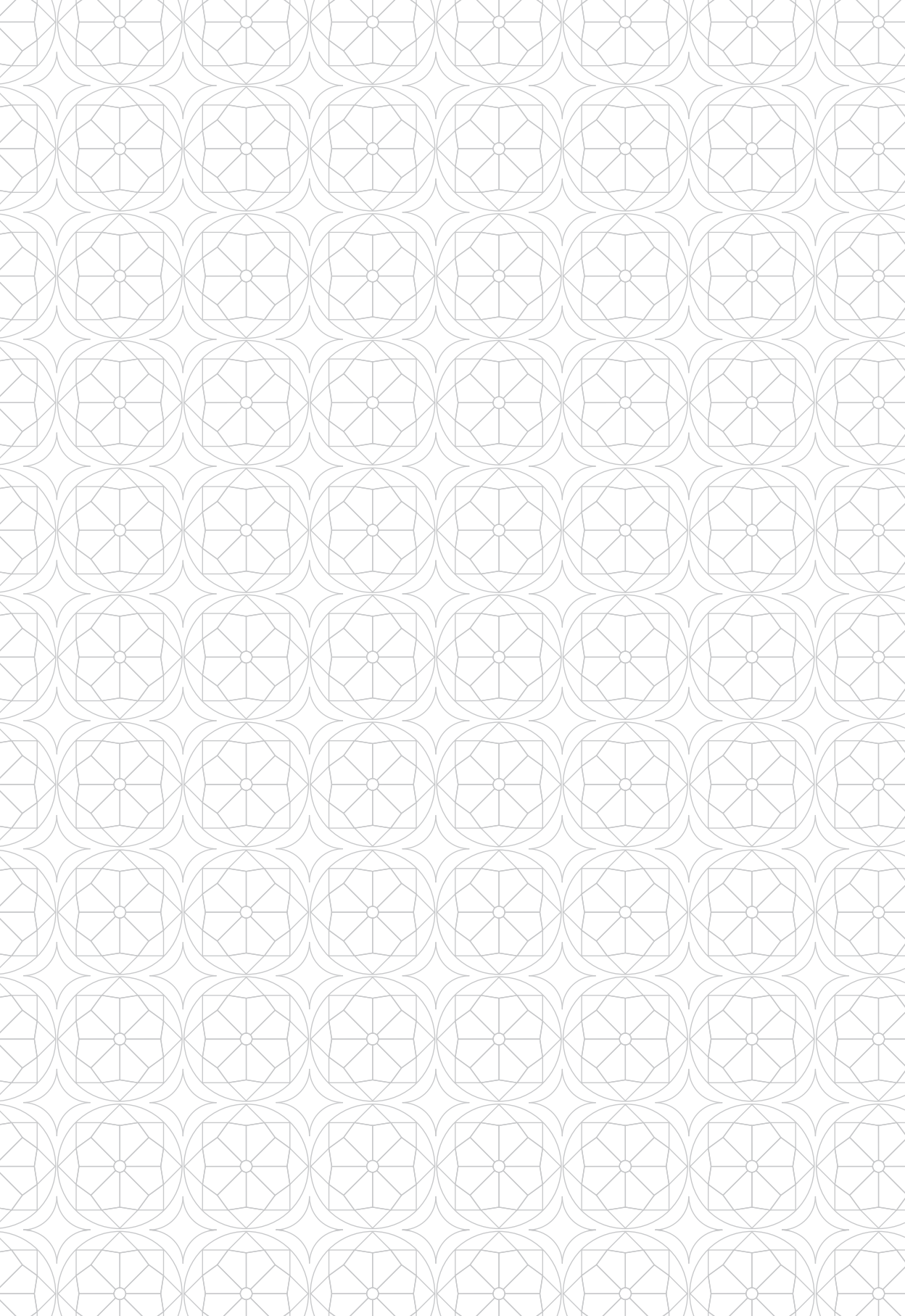
# The Official Gazette

31 March 2022 - The Third Edition

# The Official Gazette

The Third Edition - The Fifty One Year

<b>Contents</b>	<b>Pages</b>
<b>Laws</b>	
Law No. (2) of 2022 Concerning the Reorganisation of the National Rehabilitation Centre - Abu Dhabi.	5
<b>Crown Prince Chairman of the Executive Council Resolutions</b>	
Chairman of the Executive Council Resolution No. (3) of 2022 Concerning the Appointment of the Director-General for Tourism at the Department of Culture and Tourism.	13
<b>Circulars</b>	
Circular No. (1) of 2022 Concerning the Policy of Providing an Easy and Effortless Customer Experience in the Emirate of Abu Dhabi.	17



# Laws



Law No. (2) of 2022  
Concerning the Reorganisation of the National  
Rehabilitation Centre - Abu Dhabi

**We, Khalifa bin Zayed Al Nahyan, Ruler of Abu Dhabi**

Having reviewed:

- Law No. (1) of 1974 concerning the reorganisation of the Governmental body in the Emirate of Abu Dhabi and its amendments;
- Law No. (2) of 1971 concerning the National Advisory Council and its amendments;
- Law No. (2) of 2000 concerning Civil Retirement Pensions and Benefits in the Emirate of Abu Dhabi and its amendments;
- Law No. (7) of 2010 concerning the reorganisation of the National Rehabilitation Center - Abu Dhabi and its amendments;
- Law No. (6) of 2016 concerning Human Resources in the Emirate of Abu Dhabi and its amendments; and
- Based on what was presented to and approved by the Executive Council,

Issued the following Law:

Definitions

Article (1)

In the implementation of the provisions of this Law, the following words and phrases shall have the meanings corresponding thereto unless the context requires otherwise:

- |                       |  |
|-----------------------|--|
| State                 | : The United Arab Emirates.  |
| Emirate               | : The Emirate of Abu Dhabi.  |
| Centre                | : National Rehabilitation Center - Abu Dhabi   |
| Competent Authorities | : Federal or local authorities concerned with addiction and rehabilitation in accordance with the applicable legislations. |
| Managing Authority    | : Authority concerned with the management of the Centre in accordance with the provisions of this Law.                     |

## Establishment of the Centre

### Article (2)

The Centre shall have an independent corporate personality and enjoy full legal capacity and financial and administrative independence, and shall report directly to the Crown Prince.

## Main Office of the Centre

### Article (3)

The main office of the Centre shall be located in Abu Dhabi City. Branches and clinics may be established either inside or outside the Emirate by a resolution of the Managing Authority.

## Objectives of the Centre

### Article (4)

The Centre shall be the main referral entity for treating and rehabilitating addicted patients, and conducting the necessary studies and research in this respect. It shall aim at providing treatment and prevention from various forms of addiction through exercising the competencies assigned to it in accordance with the provisions of this Law.

## Competencies of the Centre

### Article (5)

The Centre shall assume all the powers and competencies necessary to achieve its objectives, including the following competencies:

1. Treating addiction of all kinds using the latest internationally known treatment and prevention methods, in coordination with similar and specialised centres, regional and international organisations and agencies working in the field of addiction control and treatment.
2. Developing and introducing new mechanisms and systems for treatment, rehabilitation and prevention of addiction in cooperation with the Competent Authorities inside the State.
3. Providing specialised treatment and rehabilitation services for male and

female addiction patients, whether in internal departments or external clinics designated for such services.

4. Following up on the rehabilitation of patients after recovery through coordination with other governmental and non-governmental entities in preparation for their reintegration into society.
5. Providing medical care for patients who are sentenced for cases involving alcohol or drug addiction, in accordance with the regulations issued by the Centre.
6. Sending patients whose case requires treatment outside the State in coordination with the relevant authorities, and following up on their treatment in accordance with the regulations applicable at the Centre.
7. Preparing specialised national cadres to engage in the field of work, and in the rehabilitation and prevention of addiction disease.
8. Contributing to the preparation of the general strategy to address addiction in participation and coordination with the Competent Authorities.
9. Establishing research and training centres upon the approval of the Executive Council, holding seminars, conferences, workshops and training courses in the Centre's field of specialisation, and granting the necessary certificates in accordance with the legislations in force.
10. Developing awareness and prevention programmes in a way that limits the demand for drugs while communicating and coordinating with the audio-visual and print media to demonstrate the dangers of addiction and its prevention.
11. Monitoring and following-up on the relevant disease and laying down the necessary programmes in this respect. The Competent Authorities shall provide the necessary data and assistance to the Centre in this regard.
12. Conducting studies and research and developing an infrastructure for specialised studies and research.
13. Proposing the legislations and policies in the field of addiction prevention and treatment and working to issue them through the competent authority.
14. Conducting all partnerships, contracts and agreements with local and



- international entities and institutions to accomplish the Centre's tasks.
15. Providing rehabilitative services for serious behavioural disorders that inevitably occur in accordance with the regulations issued by the Centre, and conducting relevant studies and research to prevent addiction diseases.
  16. Coordinating with the competent authorities concerned with licensing to set the conditions and criteria for appointing health workers at the Centre, in order to achieve the greatest level of development and efficiency in achieving health services, provided that a decision licensing them is issued by the Competent Authorities.
  17. Any other competencies or tasks entrusted to the Centre by the Crown Prince.

### Management of the Centre

#### Article (6)

1. The Committee Following-up on the Implementation of the Initiatives of His Highness President of the State shall manage the Centre. It shall have all the necessary powers in this regard, and it may assign this function to any other entity.
2. By a resolution of the Crown Prince, the management of the Centre may be assigned to any other entity.

### Financial Resources

#### Article (7)

The Centre shall have an independent budget consisting of:

1. The appropriations allocated by the Government of Abu Dhabi.
2. The income earned by the Centre from its activities.
3. The gifts, donations, bequests, and other similar contributions that achieve the objectives of the Centre, and are approved by the head of the Managing Authority.
4. Any other resources approved by the head of the Managing Authority.

## Services Fees

### Article (8)

In special cases, the Centre may charge a fee for the services it provides in accordance with this Law, based on a regulation issued by the head of the Managing Authority.

## Management of the Centre's Funds

### Article (9)

The management of the Centre's funds, the organisation of its financial affairs, and the auditing of its accounts shall be carried out in accordance with the rules issued by a resolution of the head of the Managing Authority to this effect.

## Final Provisions

### Article (10)

1. Medical and treatment facilities operating in the Centre's field of competence shall be licensed by the Competent Authorities based on the Centre's recommendation.
2. The Centre shall have the right to import drugs for the treatment of addiction in coordination with the relevant Federal and local entities.

### Article (11)

Without prejudice to any rights acquired prior to the enforcement of the provisions of this Law, the head of the Managing Authority shall issue the resolutions related to the employment affairs of the Centre's personnel. The human resources rules and regulations applicable in the Emirate shall apply to them unless special provisions are provided for in their respect in the aforesaid resolutions.

### Article (12)

Upon the approval of the Crown Prince, the head of the Managing Authority shall issue the regulations and resolutions required for the implementation

of the provisions of this Law.

Article (13)

- The aforesaid Law No. (7) of 2010 shall be repealed.
- Any provision contrary to the provisions of this Law shall be repealed.

Article (14)

This Law shall be effective from the date of its issuance and shall be published in the Official Gazette.

**Khalifa bin Zayed Al Nahyan**  
**Ruler of Abu Dhabi**

Issued by us in Abu Dhabi  
On: 1 March 2022  
Corresponding to: 28 Rajab 1443 Hijri

# Crown Prince Chairman of the Executive Council Resolutions



Chairman of the Executive Council Resolution  
No. (3) of 2022

Concerning the Appointment of the Director-General  
for Tourism at the Department of Culture and Tourism

**We, Mohamed bin Zayed Al Nahyan, Crown Prince, Chairman of the Executive Council,**

Having reviewed:

- Law No. (1) of 1974 concerning the Reorganisation of the Governmental Body in the Emirate of Abu Dhabi and its amendments;
- Law No. (6) of 2016 concerning Human Resources in the Emirate of Abu Dhabi and its amendments;
- Law No. (8) of 2018 concerning the establishment of the Department of Culture and Tourism; and
- Based on what was presented to and approved by the Executive Council, Issued the following Resolution:

Article (1)

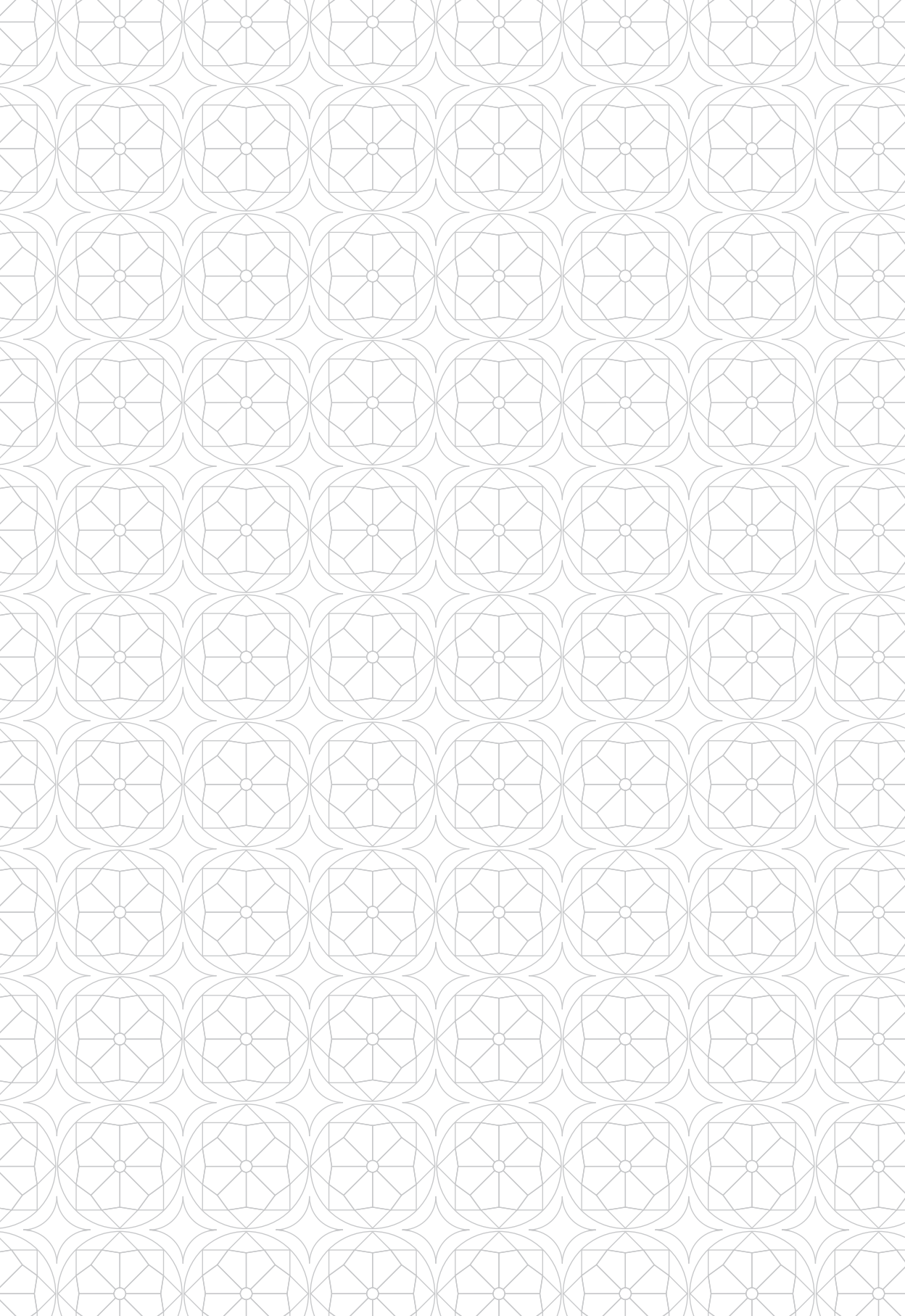
H.E. Saleh Mohamed Saleh Al Geziry shall be appointed as the Director-General for Tourism at the Department of Culture and Tourism.

Article (2)

This Resolution shall be effective from the date of its issuance and published in the Official Gazette.

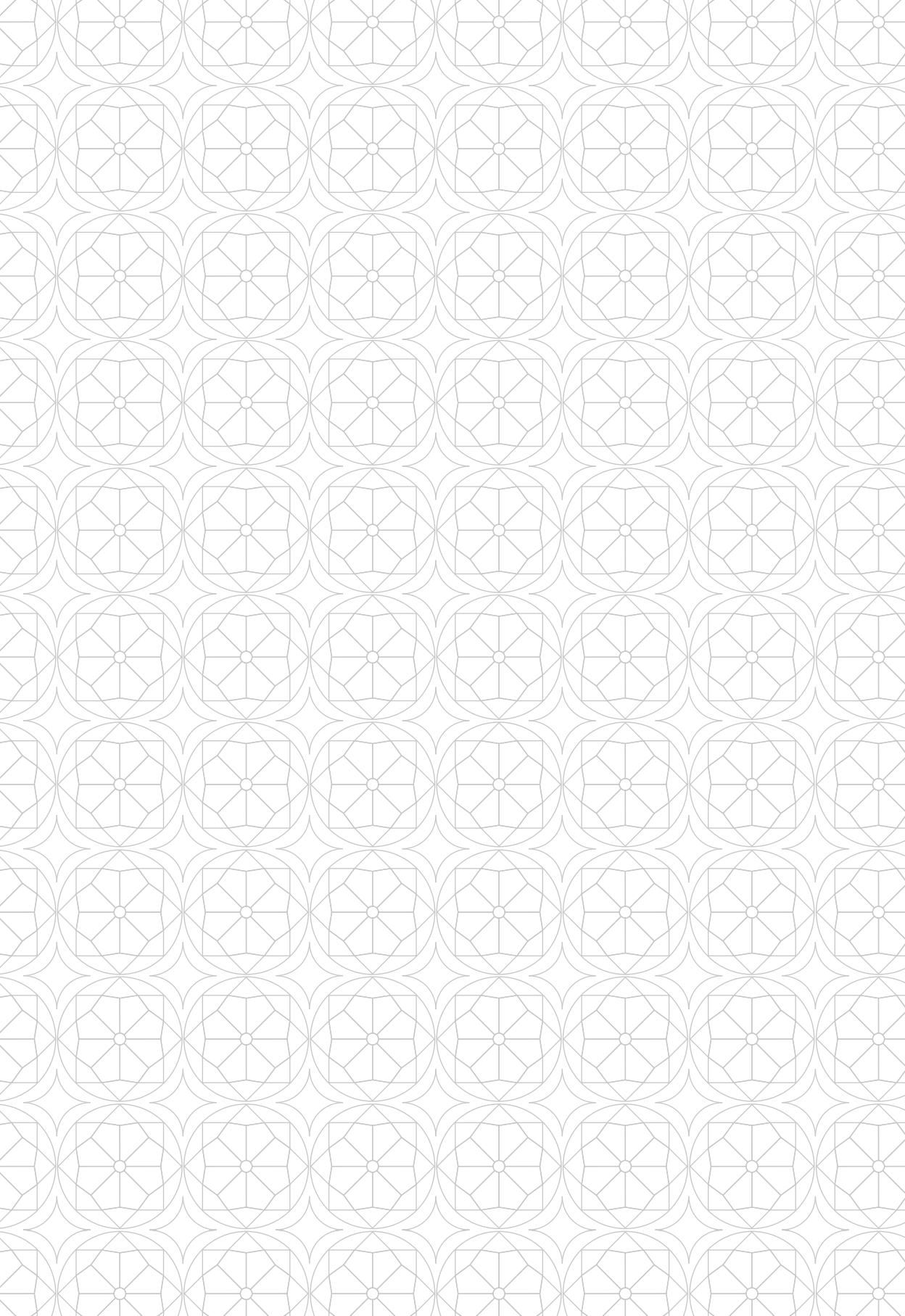
**Mohamed bin Zayed Al Nahyan**  
**Crown Prince**  
**Chairman of the Executive Council**

Issued by us in Abu Dhabi  
On: 29 March 2022  
Corresponding to: 26 Shaaban 1443 Hijri



# Circulars





## Circular No. (1) of 2022 Concerning the Policy of Providing an Easy and Effortless Customer Experience in the Emirate of Abu Dhabi

### **To all governmental entities and companies in the Emirate of Abu Dhabi**

Peace and Allah's mercy and blessings be upon you,

We are pleased to greet you and express our sincere gratitude for your continuous cooperation to realise public interest.

Based on the constant keenness to provide an easy and effortless customer experience that meets the current and future needs and expectations of the various categories of customers across all service provision channels, and based on the approval of the Executive Committee, we urge you to adhere to the Policy of Providing an Easy and Effortless Customer Experience in the Emirate of Abu Dhabi attached to this Circular.

- Circular No. (21) of 2015 concerning the Guide of Customer Service at the Governmental Entities and Circular No. (2) of 2020 concerning the Formation of the Government Service Improvement and Development Team, shall be repealed.
- Any provision in Circular (7) of 2020 concerning TAMM- Abu Dhabi Government Services website (6/6) and (12/12) shall also be repealed whenever in contrary to the provisions of this Circular.
- 

Thank you for your efforts and cooperation  
For your necessary action  
May Allah guide you

### **Abu Dhabi Executive Office**

Attachment: Copy of the Policy of Providing an Easy and Effortless Customer Experience in the Emirate of Abu Dhabi.  
For further enquiry, please contact the Customer Experience Sector in Abu Dhabi Executive Office on phone number 02-6688502 or by e-mail: GovService@ECOUNCIL.AE

# **Policy of Providing an Easy and Effortless Customer Experience in the Emirate of Abu Dhabi**

## **Introduction**

This Policy aims at supporting the objectives of Abu Dhabi Government's strategic vision in providing an easy and effortless customer experience that meets the current and future needs and expectations of various categories of customers through all service provision channels. This Policy has been prepared to provide the main terms that shall be adhered to and applied using a holistic approach with a view to elevate customers' experience to pioneering levels, based on the best applications in the field of customer experience and to ensure accurate understanding of the capabilities and aspirations of Abu Dhabi government in this field.

## **Scope of Application**

This Policy shall apply to all governmental entities and companies that provide direct services to customers, whether individuals, companies, or governmental entities, through all channels, such as service centres, websites, smart applications, and call centres.

## **Policy Terms**

### **▪ Strategic Orientation**

#### **1) Leading the customer experience**

1.1 Abu Dhabi Executive Office shall take charge of driving the wheel of positive change in customer experience in Abu Dhabi government and upgrading it to new levels by taking the necessary measures to ensure efficient and effective implementation of this Policy.

1.2 Abu Dhabi Executive Office shall take charge of specifying, defining and updating the guidelines necessary for implementing this Policy and documenting them in Customer Experience Guide of Abu Dhabi Government.

1.3 The entities covered by this Policy shall determine the officials who shall be responsible for following up and coordinating the activities necessary to implement the requirements of this Policy in their respective entities and confer upon them the appropriate executive powers, according to the instructions set out in the Customer Experience Guide of Abu Dhabi Government.

#### **2) Customer Experience Strategy**

2.1 The entities covered by this Policy shall prepare, document, update and circulate their customer experience strategy in line with the strategic aspirations of Abu Dhabi government and the nature of their functions, and based on a comprehensive understanding of its internal and external environment, taking into account the current

and future needs and expectations of customers, according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

2.2 Abu Dhabi Executive Office shall be charged with reviewing and approving the customer experience strategies for the entities covered by this Policy, ensuring their alignment with the guidelines set forth in the **Customer Experience Guide of Abu Dhabi Government**, and supporting the achievement of the objectives of this Policy.

2.3 The entities covered by this Policy shall define, update, classify and document their list of services that are provided to customers and the service provision channels with high accuracy, in accordance with the instructions set forth in the **Customer Experience Guide of Abu Dhabi Government**.

2.4 Abu Dhabi Executive Office shall be charged with reviewing and approving the lists of services for the entities covered by this Policy and their service provision channels, and ensuring their compliance with the guidelines set forth in the **Customer Experience Guide of Abu Dhabi Government**.

2.5 The entities that are covered by this Policy shall define their services, service packages and priority customer journeys to focus on improving them and enhancing their performance, according to the guidelines and priority setting criteria as prescribed in the **Customer Experience Guide of Abu Dhabi Government**.

2.6 Abu Dhabi Executive Office shall be charged with reviewing and approving services, service packages and priority customer journeys for the entities that are covered by this Policy, ensuring their alignment with the guidelines set forth in the Customer Experience Guide of Abu Dhabi Government, and making the necessary additions and amendments.

### **3) Operational plans for customer experience**

3.1 The entities that are covered by this Policy shall prepare, document, update, implement and circulate the operational plan for the customer experience in line with their customer experience strategy, according to the instructions set forth in the Customer Experience Guide of Abu Dhabi Government and in cooperation with the concerned authorities and strategic partners.

3.2 Abu Dhabi Digital Authority shall provide the necessary technical support to the entities that are covered by this Policy to implement the customer experience strategies and plans, according to the instructions set forth in the **Customer Experience Guide of Abu Dhabi Government**.

### **4) Measuring customer experience**

4.1 Abu Dhabi Executive Office shall be charged with specifying, defining, updating and measuring customer experience indicators for Abu Dhabi Government that ensure the achievement of this Policy, according to the guidelines set out in the Customer

Experience Guide of Abu Dhabi Government. These indicators include, but are not limited to:

- CX Effortless Score
- CX Effortless Index
- Customer Satisfaction Score
- Score of Satisfaction with the Procedures for closure of Complaints
- Mystery Shopper Index
- Quality of Service Index
- Index of commitment to close complaints in a timely manner
- Index of digitization of government services
- Customer Experience Maturity Index
- Service cost

4.2 The entities that are covered by this Policy shall periodically and systematically measure their customer experience indexes, follow up on their results across all channels, and take appropriate measures to ensure continuous improvement of the customer experience across all channels and according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

4.3 The entities that are covered by this Policy shall periodically evaluate the maturity level of their customer experience activities and practices, in accordance with the criteria set forth in the **Customer Experience Guide of Abu Dhabi Government**.

4.4 The entities that are covered by this Policy shall submit reports regarding customer experience indexes to Abu Dhabi Executive Office and provide it with the necessary data and statistics, according to the instructions set forth in the **Customer Experience Guide of Abu Dhabi Government**.

4.5 Abu Dhabi Executive Office shall be charged with following up and verifying the results of the customer experience indicators and activating the appropriate corrective measures, in coordination with the concerned authorities, and periodically submitting reports and recommendations to the Executive Council in this regard.

## **5) Governance of the customer experience**

5.1 Abu Dhabi Executive Office shall be charged with defining and updating the general specifications and standards for customer experience through various channels, including service provision specifications, complaint handling specifications, and customer experience governance specifications, as well as verifying compliance levels and activating the appropriate corrective measures in their

regard, in coordination with the concerned authorities, and periodically submitting reports and recommendations to the Executive Council in this regard, according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

5.2 The entities that are covered by this Policy shall prepare, document and announce their customer experience specifications and standards in line with the general specifications of customer experience of Abu Dhabi government, in order to ensure the provision of comprehensive and high-quality services to all categories of customers in a fair and transparent manner, and shall constantly update these specifications and standards to keep pace with the necessary updates, and provide the necessary institutional mechanisms to ensure effective implementation, according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

5.3 The entities that are covered by this Policy shall ensure that the strategic partners providing the service through the various channels adhere to the specifications and standards of their customer experience in line with the general specifications of the customer experience of the Abu Dhabi government.

## **6) Customer Experience Culture**

6.1 Abu Dhabi Executive Office shall be charged with launching strategic initiatives with the aim of promoting the culture of focusing on the customer experience in the Emirate and highlighting the pioneering experiences in this field.

6.2 The entities that are covered by this Policy shall build an internal institutional culture to enhance focus on the customer experience by increasing the awareness of all stakeholders of the customer experience strategy, and motivating partners, employees and customers to participate effectively in implementing their plans, initiatives and activities.

6.3 The entities that are covered by this Policy shall provide the necessary resources and tools to enhance the culture of focusing on customer experience by implementing appropriate awareness and training programmes, setting enabling policies and incentive programmes, and developing initiatives to ensure effective participation in improving customer experience by all.

### **▪ Design**

#### **1) Design Team**

1.1 The entities that are covered by this Policy shall form a customer experience design team that is highly qualified in all relevant disciplines to lead and implement efforts related to designing the services, their packages and the priority customer journeys, according to the methodology described in the **Customer Experience Guide of Abu Dhabi Government**.

1.2 Abu Dhabi Executive Office shall be charged with creating a stimulating environment for creativity and joint government work and providing the necessary technical training to focus on improving customer experience for strategic services, which include priority services, packages and journeys, to facilitate solving high-level challenges, especially those related to integration, policies, laws and legislations.

1.3 Governmental entities shall fully commit to supporting the improvement of customer experience for strategic services, providing necessary information in this regard, implementing the stipulated initiatives, and submitting a report to Abu Dhabi Executive Office in their respect, according to the methodology described in the **Customer Experience Guide of Abu Dhabi Government**.

## **2) Service Challenges**

2.1 The entities that are covered by this Policy shall define and study the challenges related to services, their packages and priority customer journeys, and determine the current status of their performance before starting to re-design them, by using different research methods, and scientific and objective methods of analysis, based on comprehensive, reliable and updated data and appropriate scientific tools such as mapping out the customer experience and making comparisons with the best practices, taking into consideration the current and future needs and expectations of customers through the various service channels, according to the methodology set out in the Customer Experience Guide of Abu Dhabi Government.

## **3) Creativity and innovation**

3.1 The entities that are covered by this Policy shall use the methods and tools of sequential creative thinking to propose appropriate ideas and scenarios for the development of services, service packages and priority customer journeys, taking into account customers' opinions and in cooperation with strategic partners from the public and private sectors, in a manner that harnesses modern and pioneering technologies to serve customers.

## **4) Future Service Initiatives**

4.1 The entities that are covered by this Policy shall put forward strategic initiatives that look forward to the future to upgrade services, service packages and priority customer journeys to become easy, accessible and effortless, taking into account the fulfilment of the needs of all categories of customers through various channels.

### **▪ Development**

#### **1) Technical development**

1.1 The entities that are covered by this Policy shall ensure a full understanding of the technical tools and systems required to implement future service initiatives and necessary to build, host, operate and measure services, service packages and priority

customer journeys, in cooperation with partners from the government and private sectors, in a manner that ensures optimal use of resources.

1.2 Abu Dhabi Digital Authority shall provide full support for the technical development of strategic services, and other services, their packages and priority customer journeys, in cooperation with the entities that are covered by this Policy to ensure the successful implementation of approved future service initiatives, and commit to providing a simple and easy to use customer experience through digital channels.

## **2) Privacy and security**

2.1 The entities that are covered by this Policy shall ensure the development of strategic services, other services and their packages, and priority and re-designed customer journeys to ensure that all privacy, security and legal requirements are met through all appropriate service provision channels, whether digital or non-digital, and in coordination with Abu Dhabi Digital Authority and the strategic partners.

## **3) Universal access to the service**

3.1 The entities that are covered by this Policy shall ensure the development of the strategic services, other services and their packages, and priority and re-designed customer journeys to ensure easy access and availability for all customer segments regardless of their background and different capabilities in various aspects, through all channels of provision of appropriate service, whether digital or non-digital, in coordination with Abu Dhabi Digital Authority and the strategic partners.

## **4) Informational content and communication**

4.1 The entities that are covered by this Policy shall create a content that explains the information and requirements of obtaining the service for all strategic services, other services and their packages, and priority and re-designed customer journeys in a detailed and accurate manner, and present it through means that are commensurate with the customers' preferences and behaviours in its different customer segments, through all appropriate service provision channels, whether digital or non-digital, in coordination with Abu Dhabi Digital Authority and the strategic partners, and according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

## **5) Testing and launching**

5.1 The entities that are covered by this Policy shall comprehensively, accurately and continuously test strategic services, other services, their packages and priority customer journeys in their new form before and after their launching, to ensure that they comply with all the launching requirements through all appropriate service provision channels, whether digital or non-digital, in coordination with Abu Dhabi Digital Authority and the strategic partners, and according to the instructions set out in the Customer Experience Guide of Abu Dhabi Government.



5.2 The entities that are covered by this Policy shall carefully plan for the launching of the strategic services, other services, their packages and priority customer journeys in their new form in order to ensure that they operate reliably and continuously after launching, through all appropriate service provision channels, whether digital or non-digital, and in coordination with Abu Dhabi Digital Authority and the strategic partners Strategists and according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

## **Provision of the services**

### **1) The customers**

1.1 The entities that are covered by this Policy shall study, classify, update and document their customer segments, and ensure accurate understanding of their characteristics, needs, expectations, behaviours, and the motives for their communication in a comprehensive and accurate manner, according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

### **2) Service Providers**

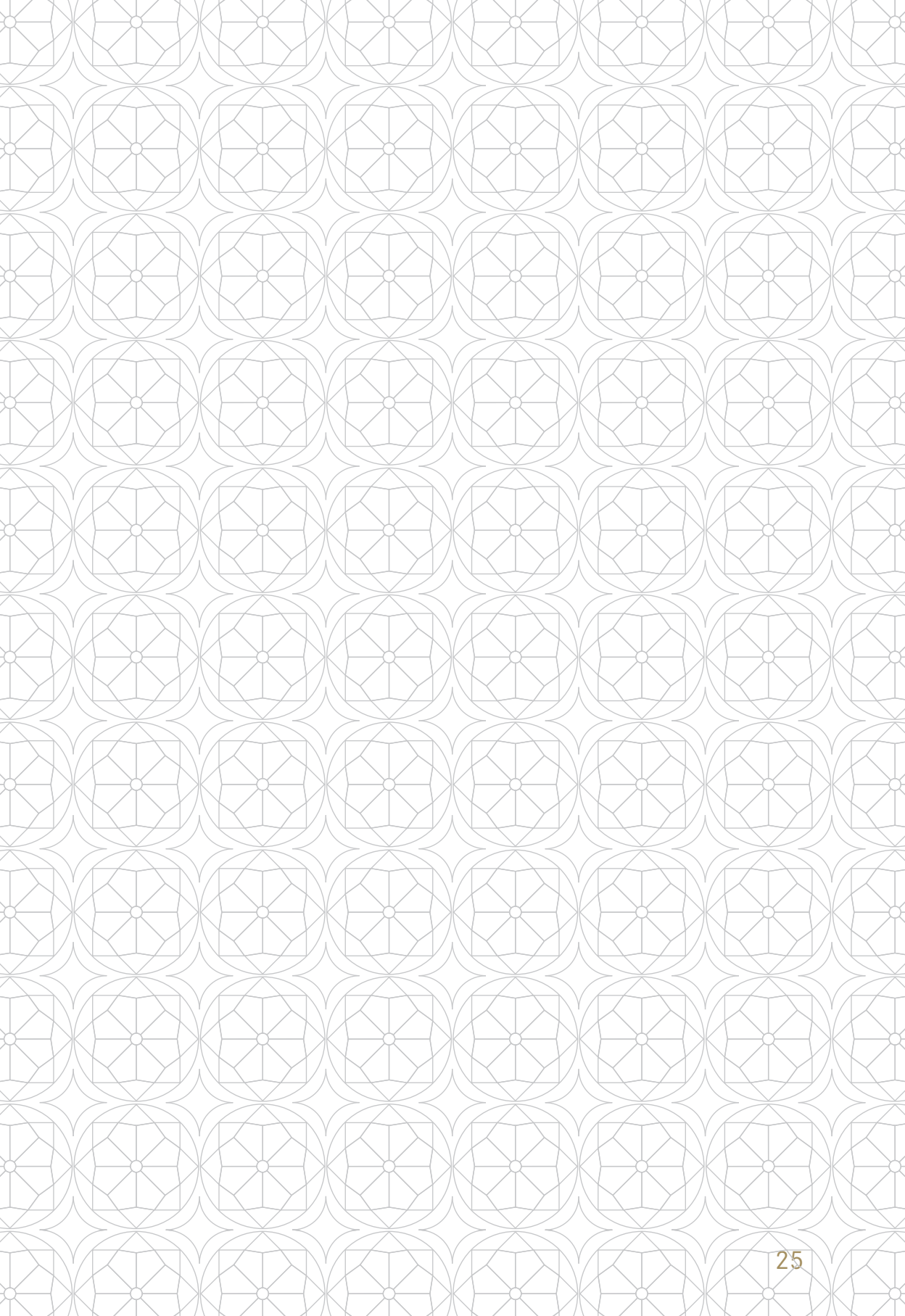
2.1 Abu Dhabi Executive Office shall be charged with directing the concerned officials to provide the necessary training for service providers, i.e. the employees who deal with customers through various service channels, whether face-to-face or by using technical systems, to enable them to provide an easy, facilitated and effortless customer experience.

2.2 The entities that are covered by this Policy shall supervise the qualification of service providers, provide the necessary training, motivation and empowerment, and create a supportive work environment in order to ensure that the needs and expectations of customers are met and to provide an easy, accessible and effortless customer experience.

2.3 Abu Dhabi Executive Office shall be charged with directing the concerned officials to activate the competency framework for service providers in Abu Dhabi government to evaluate all new and existing service providers based on their personal and technical competencies, knowledge, skills and various abilities, and link the results of the customer experience assessment to the periodic evaluation of their individual performance in a motivating and positive manner, according to the instructions set out in the **Customer Experience Guide of Abu Dhabi Government**.

### **3) Relationship with customers**

3.1 The entities that are covered by this Policy shall build strong and mutual-participation relationships with their customers, whether when successfully providing the services or when dealing with customer complaints, through all service provision channels, and through the use of supporting technical systems.



United Arab Emirates  
The Emirate Of Abu Dhabi  
Issued By The General Secretariat of The Executive Council  
of The Emirate Of Abu Dhabi  
Office of Legal Affairs  
Abu Dhabi - P.O. Box: 19  
Tel: +971 26688446 Fax: +971 26669981

