



DAR ES SALAAM STOCK EXCHANGE PLC

CUSTOMER SERVICE CHARTER

1.1 INTRODUCTION

This service charter (the charter) sets out our commitment to deliver the highest standard of customer service.

1.2 OUR COMMITMENT TO CUSTOMER SERVICE

Management demonstrates leadership and commitment with respect to customer focus by ensuring that:

- 1.2.1 Customer requirements are determined, understood, and consistently met.
- 1.2.2 The risks and opportunities that can affect services delivery and the ability to enhance customer satisfaction are determined and addressed.
- 1.2.3 The focus on enhancing customer satisfaction is maintained.
- 1.2.4 Customer complaints and other customer input/feedback are continually monitored and measured to identify opportunities for improvement.

1.3 CUSTOMER RIGHTS

As our customer, you have the right.

- 1.3.1 To be served with respect, professionally and timely.
- 1.3.2 To complain if you are unhappy with our service.
- 1.3.3 To treat customer information with confidentiality and privacy.
- 1.3.4 To receive updates concerning your requests; and
- 1.3.5 To access our facilities and services in a manner that meets your needs and is acceptable to DSE.

1.4 OUR SERVICE GUARANTEE TO CUSTOMER

We guarantee to provide quality service by:

- 1.4.1 Identifying ourselves when we speak to you.
- 1.4.2 Seeking to understand your requirements and identify what is important to you.
- 1.4.3 Listening attentively and responding to your needs.
- 1.4.4 Being clear and helpful in our dealings with you and giving reasons for our decisions; and
- 1.4.5 Acting with care and diligence as we serve you and to conduct ourselves honestly and with integrity.
- 1.4.6 Treat your concern as our concern.

1.5 OUR SERVICE STANDARDS CUSTOMER CAN EXPECT

We pledge to provide service in accordance with the following standards.

- 1.5.1 In all dealings with customers, staff will:
 - a) Take personal ownership for customer satisfaction.
 - b) Treat customers courteously and with respect.
 - c) Act in a professional and helpful manner.
 - d) Provide accurate, relevant, and timely information.
 - e) Seek to resolve requests/enquiries at the first point of contact; and
 - f) Focus on solutions for customers with a 'can do' approach.
- 1.5.2 When customers telephone, we will:
 - a) Answer calls within three (3) rings or as quickly and efficiently as possible.
 - b) Greet customers politely with a smile in our voice.
 - c) Deal with the call, redirect the call (endeavoring not to transfer the call more than once) or take an accurate message as appropriate; and
 - d) Return phone calls immediately where possible but not exceeding one (1) business day.
- 1.5.3 When customers visit us, we will:
 - a) Attend the customer service counter(s) promptly.
 - b) Acknowledge people if there is a queue and apologize if they have been kept waiting.
 - c) Give a courteous welcome and offer assistance.
 - d) Meet with customers within five (5) minutes of the appointed time (if a prior appointment has been made) or provide customers with an estimated wait time should they be seeking a meeting with a staff member that has not been prearranged.
 - e) Listen carefully to customer needs by asking pertinent questions, taking notes, and confirming details.
- 1.5.4 When customers write to us, we will:
 - a) Respond to letters, emails, and faxes within two (2) working days of receipt ; and
 - b) Deal with all correspondence as promptly as possible and write in clear, concise language that is easily understood.

1.6 OUR EXPECTATIONS OF THE CUSTOMER

To help us to meet our commitments, we ask our customers to:

- 1.6.1 To treat DSE staff with respect and courtesy.
- 1.6.2 Not answer or conduct conversations on mobile phones whilst dealing with our staff.
- 1.6.3 Respect the privacy, safety and needs of other customers.
- 1.6.4 Provide accurate and complete details at the time of the initial contact.
- 1.6.5 Make an appointment for a complex enquiry or if there is a need to see a specific officer.
- 1.6.6 Provide your current contact details and advise us if they change.

- 1.6.7 Work with us to solve problems; and
- 1.6.8 Provide us with feedback so we know how we are performing and where necessary, can continue to improve our service.

1.7 WE VALUE CUSTOMER FEEDBACK

- 1.7.1 Your feedback is important to us. We welcome your queries, compliments, and complaints. In the event that you have a complaint, please do not hesitate to contact us with the details.
- 1.7.2 We will handle issues highlighted with fairness, confidentiality, professionalism and in accordance with industry ethics. We will analyze it, amend where necessary and send you a response with the resolution. Kindly send us your feedback through email, telephone or on our website.

1.8 CUSTOMER SATISFACTION COUNTS

- 1.8.1 Customer satisfaction will be the most appropriate measure of compliance with our Service Standards. The following tools will be used from time to time to gauge the level of customer satisfaction:
 - a) Call backs - random customers may be telephoned and asked a series of questions relative to recent contact with DSE.
 - b) Focus groups - where DSE needs information concerning a particular service.
 - c) Customer Service Surveys – available from DSE website (attached below as template 1)

1.9 REVIEW OF THE CHARTER

We will review our Customer Service Charter regularly to keep up with the evolving socio-economic and technological environment.

1.10 HOW TO REACH US

- 1.10.1 You may contact us in the following ways:
 - a) Email us on: info@dse.co.tz
 - b) Call/Contact us on: Mob: 0758675655: WhatsApp: 0747 536 696: Tel: 255 22 2123983, 2128522 on Monday to Friday, between 08:00 am – 5:00 pm (except public holidays).
 - c) Contact us on our website at <http://www.dse.co.tz>

- 1.10.2 Write to the:
 - Chief Executive Officer
 - Dar es Salaam Stock Exchange,
 - 3rd Floor, Kambarage House,
 - Ufukoni Street.
 - P. O. Box 70081,
 - Dar es Salaam, Tanzania

Template 1:**CUSTOMER SERVICE SURVEY**

Dear Customer

Our goal is to provide our customers with the best service possible. Please take a few minutes to complete the following customer service questionnaire. Your comments will enable us to see how we are doing overall and find out how we can improve.

Date and Type of Enquiry (please specify):		Excellent	Good	Average	Fair	Poor
1	Staff were available in a timely manner					
2	Staff smiled, greeted you and offered to help you					
3	If kept waiting, staff acknowledged you and apologized for keeping you waiting					
4	Staff answered your questions/enquiry					
5	Staff showed knowledge of DSE services and procedures					
6	Staff fare welled you pleasantly					
7	Staff were friendly, cheerful, and courteous throughout					
8	If your enquiry was referred to another staff member, please indicate the level of service the new staff member provided as per the above service indicators.					
Comments:						
9	What did you like best about our customer service?					
10	How could we improve our customer service?					
11	Is there a staff member you would like to commend? Why?					
12	Is there a staff member you would like to discommend/denounce? Why?					

Thank you for taking the time to complete our customer service survey.