



## **JEBEL ALI PORT FOCUS ON CUSTOMER SATISFACTION UNDERLINED First Port to Gain ISO Customer Complaint Handling Certification**

Dubai, 28 February, 2009: Global marine terminal operator DP World's flagship facility, Jebel Ali Port, has become the first port in the world to achieve ISO 10002:2004 certification by Lloyd's Register Quality Assurance (LRQA) for its customer complaint handling system as part of its ongoing drive for customer satisfaction.

LRQA, the globally recognised London-based agency, evaluated Jebel Ali Port's customer complaint system and attested that it meets the highest international standards of management excellence, and is capable of providing continuous positive results.

### **Mohammed Al Muallem, Senior Vice President and Managing Director of DP World, UAE Region, said:**

"We are proud that our flagship port has become the first in the world to achieve this ISO certification, which relates directly to customer satisfaction. This is proof of our commitment to adopt the highest standards of excellence in providing quality service to our customers. The new system will prove beneficial in communications with our customers and will allow us to better cater to their specific requirements."

ISO 10002:2004 provides guidance on the process of handling complaints related to several areas, including operations, maintenance and improvement. DP World, UAE Region's Customer Service Department developed and implemented the customer complaint system, which underwent extensive internal audits and management reviews to ensure efficiency in overcoming any problems faced by customers.



Officials of DP World UAE Region receiving the certificate

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## **About DP World**

DP World is one of the largest marine terminal operators in the world, with 49 terminals<sup>(1)</sup> and 12 new developments across 31 countries<sup>(2)</sup>. Its dedicated, experienced and professional team of nearly 30,000 people serves customers in some of the most dynamic economies in the world.

DP World aims to enhance customers' supply chain efficiency by effectively managing container, bulk and other terminal cargo.

The company constantly invests in terminal infrastructure, facilities and people, working closely with customers and business partners to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted "Best Seaport in the Middle East" for 14 consecutive years.

In 2008, DP World handled more than 46.8 million TEU (twenty-foot equivalent container units) across its portfolio from the Americas to Asia – an increase of 8% on 2007. With a pipeline of expansion and development projects in key growth markets, including India, China and the Middle East, capacity is expected to rise to around 95 million TEU over the next ten years.

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(1) 2 terminals in Algeria will join the portfolio in the first half of 2009.

(2) As of Feb 2009.