# ista Middle East FZE

# Customer Service Charter

*As a billing service provider registered with the REGULATORY AND SUPERVISORY BUREAU (RSB) FOR THE ELECTRICITY AND WATER SECTOR, we are compliant with their REGULATIONS FOR DISTRICT COOLING PURSUANT TO EXECUTIVE COUNCIL RESOLUTION (6) OF 2021*


Updated: November 2025 | Published since 18th December 2022

## 1. Definitions and Interpretation:

**Billing Service** – means billing for chilled water consumption and capacity; reading of Energy Meters; maintenance of Energy Meters; receipt and handling of payments for chilled water consumption and capacity; and customer service.
**Customer** - means the person owning and/or residing in the Unit and being the counterparty of the Billing Service Provider with regard to this agreement.
**Customer Service Charter** – is a document prepared by a Permit Holder in accordance with these regulations, which sets out the Permit Holders commitments to its Customers including the levels of service it expects to deliver.
**District Cooling Services** – means the supply of chilled water to the Building, for the purpose of providing airconditioning and the provision of Customer service in accordance with the District Cooling Service Provider's published standards of service.
**DSCE** – means the Dubai Supreme Council of Energy.
**Permit Holder** – has the meaning given to it in the Resolution.
**Resolution** – means Executive Council Resolution No. (6) of 2021 Regulating the Provision of District Cooling Services in the Emirate of Dubai.
**RSB** – means the Regulatory and Supervisory Bureau for the electricity and water sector.

## 2. Scope and Objective:

**Scope**: This procedure applies to all customer complaints related to billing, service requests, account management, BTU meter maintenance and any other concerns handled by ista's ops team.
**Objectives:**

- Enhance customer service and dispute resolution support.
- Maintain good relationships & transparent communication with all our stakeholders.
- Reduce the damage to our planet Earth by reducing energy costs and carbon emissions.

## 3. Introduction:

At ista Middle East FZE, our goal is to provide the best-in-class Customer Experience. This customer service charter is oriented towards delivering our clients and customers high-quality services by our well-trained employees.

This customer charter explains who we are, the services we provide to you as our customer, and guidelines on how to get in touch with ista representatives 24/7. We are actively working to improve, and your recommendations for better services, as well as your feedback on energy saving measures and climate protection, would be much appreciated.

We generate and review periodic reports on our performance. This is done to ensure we take necessary actions towards providing best-in-class Customer Experience.

## 4. Who Are We?

ista Middle East is one of the world's leading companies providing services for greater energy efficiency in buildings – especially in apartment buildings and commercial properties. We make individual energy and water consumption transparent. We add sustainable value to buildings for their residents and owners. To achieve this, we manage data and processes that make the building climate-friendly, safe and comfortable.

Our data-based products and services make individual energy consumption transparent to residents so they can save energy and reduce costs as well as CO2 emissions. This, in turn, makes it easier for the owner to increase energy efficiency, therefore, increasing the value of the property. Residents and owners together actively contribute to climate protection.

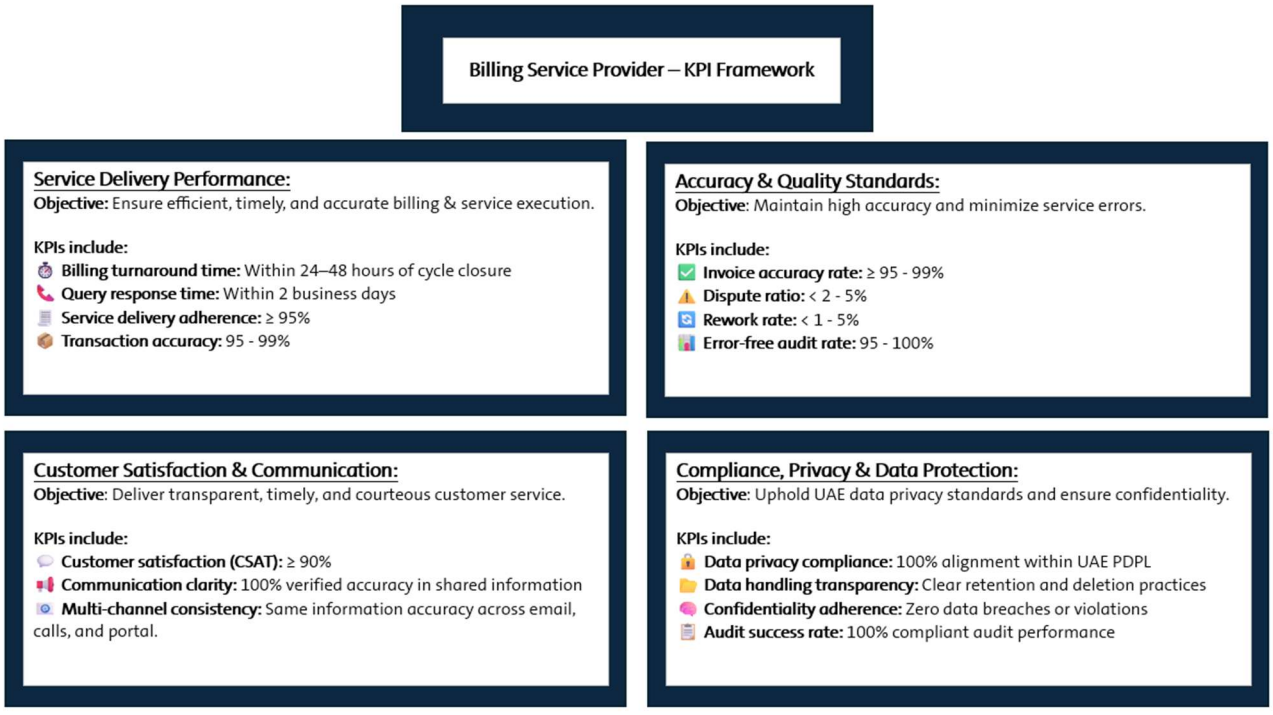
## 5. How Can You Access RSB Publications?

Dubai's electricity and water regulatory body (https://rsbdubai.gov.ae/) publications governing the codes and standards that are available on: https://rsbdubai.gov.ae/?sfid=1846&_sft_resources_type=standards-codes-regulations.

## 6. Customer Data Privacy

Our customers' data is secure and safe. ista complies with the legal data protection regulations, to ensure your data is kept confidential. To read more about our data privacy, please see the below link - https://www.ista.com/ae/data-privacy/

## 7. Our Key Performance Indicators:



## 8. How Can You Reach Us?

- You can conveniently reach us via FOUR Channels of contact for registration, payments, inquiries and complaints:
  - **24/7 Call Center: +971 800 4782 63 (ista ME Call Center)**
    Ease of Access: Our 24/7 call center handles inquiries, while other requests are logged and promptly resolved by our customer service team.
  - **Dedicated e-mail for project building**
    Each project has a dedicated email (listed on your tax invoice) for direct communication with our customer service team.
  - **Myista online portal –** www.myista.ae
    Register, make payments, and view account statements easily through our portal. For queries, visit www.ista.com/ae/contact/contactform or email our customer service team.
  - **3 offices in UAE operating Monday to Friday 9:00 AM to 6:00 PM**
    Find our locations online or in email signatures and visit any office to get your queries resolved quickly.

- **For feedback, complaint and suggestions:**
  - **Feedback / Complaint:** We aim to resolve queries immediately, but if further review is needed, we'll respond within 24–48 working hours. For unresolved issues, please escalate to complaints.uae@ista.com
  - **Suggestions:** We value your feedback to help improve our billing services, payment options, and access to ista support. Share your suggestions via our online form: https://www.ista.com/ae/contact/contactform/

- **For technical queries**: We strive to assist immediately, however, if further investigation is needed, we will ensure to close your query within 10 working days. If we fail to address your query within 10 working days, this will be escalated to our concerned team member.

## 9. Escalation Matrix

We aim to provide complete satisfaction to customers, regarding their queries and issues.

- Customers can email their queries to the designated email address of each building.
- ista ME Call Center: +971 800 4782 63
- Online customer support & complaint: complaints.uae@ista.com

Customer Complaints: **Anoop Unnithan**
Email: anoop.unnithan@ista.com
Phone: +971 58 682 9265

**Poonam Asthana**
Email: poonam.asthana@ista.com
Phone: +971 52 730 3354

Escalation for Customer Service and Complaints: **Tariq Al Abbas**
Email: tariq.alabbas@ista.com
Phone: +971 52 613 3764

Billing Enquiry: **Diana Bulante**
Email: diana.bulante@ista.com
Phone: +971 55 525 9183

**Deepak Raj**
Email: deepak.raj@ista.com
Phone: +971 58 128 1377

Escalation for Billing and Complaints: **Poonam Santosh**
Email: Poonam.ashpal@ista.com
Phone: +971 55 157 0396

Maintenance Enquiry: **Vandana Khatri**
Email: vandana.khatri@ista.com
Phone: +971 55 950 8430

Technical Enquiry: **Sujan Kumar**
Email: sujan.kumar@ista.com
Phone: +971 52 682 7652

## 10. Schedule of Charges

At ista Middle East, we are committed to transparency, accuracy, and accessibility in all billing communications. Our customers can expect complete clarity and timely updates regarding any applicable charges:

- **Advance Notifications**: Customers are informed in advance of any pricing updates or revisions through official communication channels, including introduction letters and the End User Agreement, sent directly to their registered email addresses.
- **Comprehensive Breakdown**: Every invoice includes a clear and detailed breakdown of all applicable charges for easy understanding.
- **Dedicated Support**: Our customer support team is readily available to assist with any billing-related questions, clarifications, or dispute resolutions.

**Schedule of Charges**

| Charge Type | Description |
|---|---|
| Activation / Registration Fee | One-time fee applicable upon registration. |
| Connection Charge | A one-time fee applied upon the initial connection. |
| Deposit | Refundable security deposit collected at the time of registration. |
| Capacity Charge (AED/TR) | Monthly fixed charge based on the contracted cooling capacity in Tons of Refrigeration. |
| Consumption Charge (AED/TRh) | Variable charge based on actual cooling energy consumed. |
| Fuel Surcharge (AED/TRh) | Variable charge reflecting variation in the energy required to produce chilled water. |
| Composite Tariff | A single combined rate that includes both capacity and consumption charges. |
| Billing Service Fee / Meter Charge (AED) | Monthly fee for meter operation, maintenance, reading, and billing services. |
| Reconnection Fee (AED) | Fee charged for restoring service after disconnection due to non-payment or other reasons. |
| Late Payment Fee | Additional fee applied when payments are not received by the due date. |
| Default Payment Penalty | Penalty imposed for continued non-payment or breach of payment terms / Administrative charge applied when a cheque is returned unpaid by the bank. |
| Meter Verification Fee | A fee for inspecting and verifying the accuracy of the meter. |
| Meter Tampering Penalty | Charged for unauthorized meter interference. |
| Inefficient Building Penalty (Low Delta T) | Charged when ΔT between supply and return chilled water is below the required level. |

## 11. How Can You Help Us Serve You Better

- You can help us serve you better and improve our performance to meet your expectations by the following methods:
  - Ensure you are registered with ista for your cooling service.
  - Provide all necessary information and documents regarding your ownership, tenancy and identification.
  - Treat our staff with courtesy while they assist you.
  - Paying your bills on time to ensure continuity of service.
  - Share proof of payment when you pay your bill via bank transfer or bank deposit.
  - Provide regular feedback on the quality of our service through one of the many communication channels mentioned above.

## 12. Deposit Refund

- The deposit amounts are refunded directly by the building management or ista ME.
- Refunds managed by ista will be processed within 5 working days after the submission of all required forms and documents.
- The deposit amount will be specified in the end-user agreement and/or registration.
- Any applicable deductions will be communicated at the time of the refund.

## 13. How We Rate Ourselves?

We periodically evaluate our performance against key indicators to ensure our services are responsive and reliable. The table below highlights our focus areas and performance scores:

**Performance Scorecard**

| | Rating Legend | | | |
|---|---|---|---|---|
| 5 | Excellent | 91% to 100 % | **Client:** | |
| 4 | Very Good | 71 % to 90 % | **Month:** | |
| 3 | Good | 61 % to 70% | **Year:** | |
| 2 | Average | 51 % or 60 % | **Date Completed:** | |
| 1 | Poor | 50 % or below | **Submitted By:** | |
| 0 | Unacceptable | 0 | | |

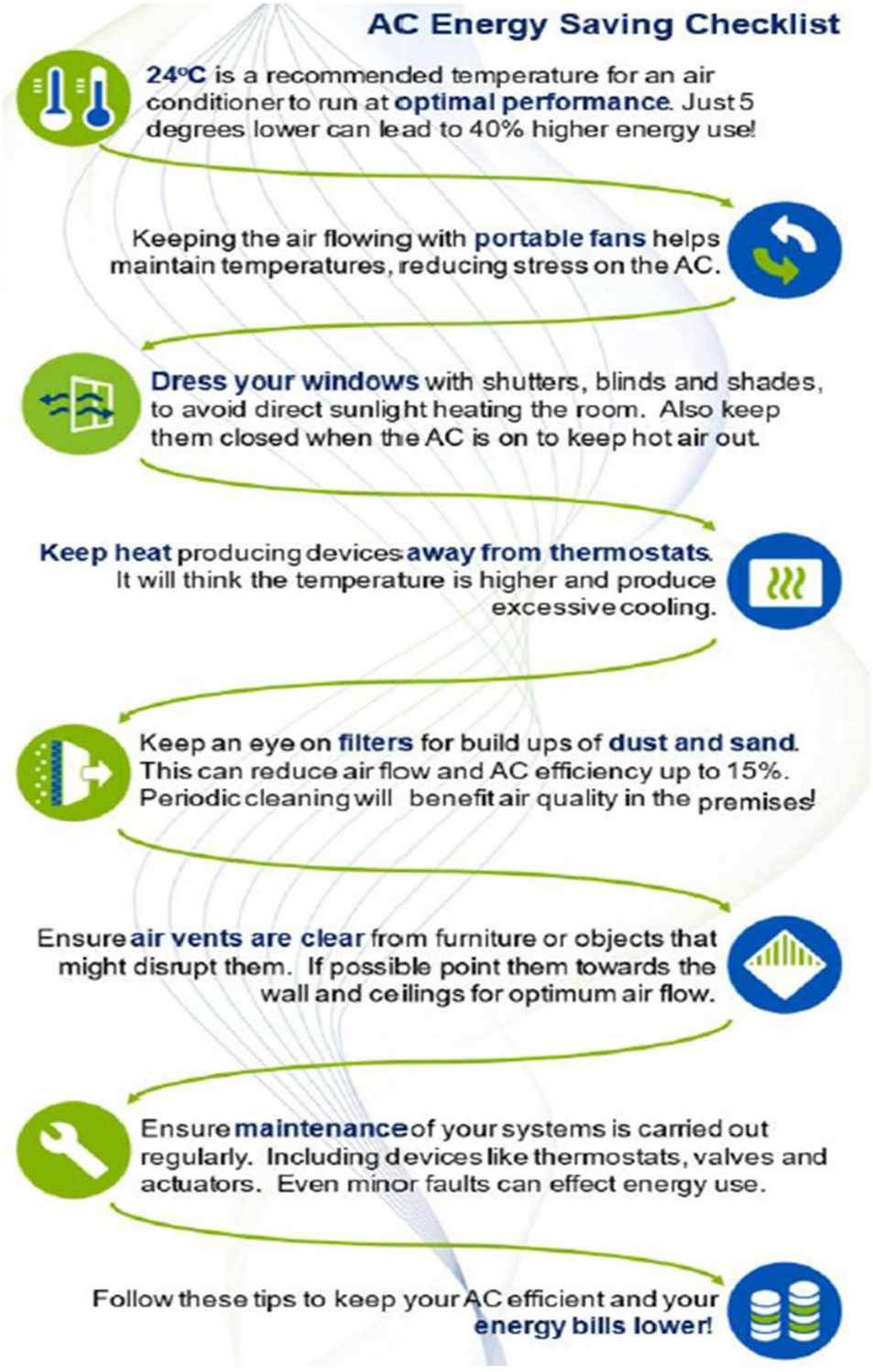
| | A. Billing and Collection | Score | Comments |
|---|---|---|---|
| 1 | Actual billing on consumption rate | | |
| 2 | Collection rating, invoicing within time and accuracy rate | | |

| | B. Customer Service and Complaint Response | Score | Comments |
|---|---|---|---|
| 1 | General queries via phone calls | | |
| 2 | General queries via emails | | |
| 3 | Customer complaints | | |
| 4 | Registration | | |
| 5 | Deposit refund | | |
| 6 | Payment allocation | | |
| 7 | Technical queries | | |

| | C. Innovation and Suggestion | Score | Comments |
|---|---|---|---|
| 1 | Innovation and suggestion to overcome from abnormal consumptions | | |

| TOTALS and SIGNATURE | | |
|---|---|---|
| Percentage Score Calculation: | | |
| Agree and Accepted By: | *Sign* | *Date* |
| | *Sign* | *Date* |

## 14. Energy Saving Tips

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