

Our Customers

Salik is committed to maintaining high standards of customer service and engaging transparently with customers through a wide range of channels.

Customer communications span social media, email, SMS, the call centre and digital self-service platforms, covering day-to-day needs such as account services, tag-related requests, technical support and service updates. Since its establishment in 2007, Salik has received more than 22 national and regional awards recognising customer service excellence.

Customer relationship management

Customer relations are managed through a structured, governance-driven approach focused on service quality, transparency and continuous improvement. Customer feedback is systematically collected through multiple channels, including customer satisfaction surveys, mystery shopper programmes, the Salik mobile application, call centre interactions and social media. Feedback is reviewed and analysed by relevant operational teams to identify trends, address service gaps and strengthen the customer experience. During the reporting year, customer feedback insights supported targeted improvements to balance notification SMS alerts.

Service reliability is reinforced through structured complaint handling supported by a formal complaints management framework and a customer relationship management (CRM) system. All complaints are recorded in the system, with customers receiving confirmation upon registration and clear communication of expected resolution timelines. Complaint data and trends are periodically reviewed to identify systemic issues and inform service improvement initiatives. In 2025, the most common complaint categories related to violations, balance inquiries and tag activation. Salik operates under a Service Level Agreement (SLA) for customer complaints, with responses targeted within 24 hours and most cases resolved significantly faster through predefined workflows and daily oversight of the complaint management process.



→ [Smart Salik app for iOS](#)



→ [Smart Salik app for Android](#)

100%
resolution rate

Digital delivery remains central to the customer experience. 100% of the Company's revenue is generated online, supported by automated tolling and account-based payments. As a result, Salik uses a range of digital channels to engage with customers, provide timely updates and enable fast, convenient self-service.

On 25 July 2025, Salik launched an upgraded mobile app to strengthen the digital customer journey. The updated version introduced a refreshed user interface, improved performance, and enhanced self-service functionality for day-to-day account management. Since its launch, the app has recorded more than 89,667 downloads across iOS and Android and has reached over 800,000 active users, enabling customers to manage their accounts and access key services anytime, anywhere.

Proactive customer communications via WhatsApp

In 2025, the Company introduced direct digital communications through WhatsApp channel. It supports proactive messaging and selected customer journeys, helping reduce customer effort by delivering relevant prompts and guidance in a familiar, high-usage platform.

During the reporting year, Salik used WhatsApp notifications to support vehicle insurance renewal journeys, reaching 150,000 customers.

Since the start of 2025, more than 10.5 million transactions have been completed across Salik's digital channels. Customer satisfaction exceeded 92%, underscoring the impact of a more accessible, responsive service model.



Salik is also committed to inclusive and equitable access to services for all customer segments, including elderly customers and People of Determination. The Salik website is designed in alignment with World Wide Web Consortium accessibility standards. In addition, a dedicated service line for People of Determination is available through direct redirection from the call centre interactive voice response system, and walk-in customer service centres are designed to be fully accessible.

92%
customer satisfaction rate in 2025

Data Privacy

Salik is committed to protecting customer data and maintaining compliance with applicable laws and regulations. The Company maintains an organisation-wide Information Security Management Program designed to the confidentiality, integrity and availability of information assets throughout their lifecycle.¹ The next milestone will be obtaining the ISO/IEC 27001 certification for the system.

Governance of cybersecurity and data privacy is supported by an Information Security Steering Committee, with oversight at the Board level through the Audit Committee, and operational implementation managed by senior management within Salik's

governance and risk management framework. [Salik's Information Security Policy, Personal Data Protection Policy, and Privacy Policy](#) set out how personal data is collected, stored, used, protected, and shared, and outline customers' rights and the escalation routes for raising concerns. Controls include role-based access management, asset inventory, classification and protection, and supplier security requirements for vendors and third parties that access or process Salik-managed information.

The Company's approach is underpinned by an Information Security Management System (ISMS), supported by risk assessments and vulnerability management processes, information security-related business continuity and recovery arrangements, continuous monitoring, and defined incident reporting and escalation mechanisms. Security controls are reviewed through internal audits and independent external reviews. Information security awareness training is provided to employees, with content updated to reflect evolving risks.

Salik maintains a strong record in data protection, with zero customer complaints related to privacy breaches and no reported data security breaches in 2025, continuing its performance from the previous year. Looking ahead, the Company aims to sustain its record of zero data leaks or losses caused by cyberattacks over 2025–2028, keeping customer privacy a priority.

0 security breaches, data leaks, or losses in 2025

¹ The framework is aligned with the UAE Federal Law No. 34 of 2021 on Cybercrimes, the UAE Personal Data Protection Law (PDPL), and the Dubai Electronic Security Center (DESC) Information Security Regulation.