

TARIA CREATIONS

CUSTOMER SERVICE STANDARDS CHARTER

CarHire & Taxi Services | Nairobi, Kenya

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Introduction and Organisational Profile

Taria Creations is a professional CarHire and Taxi Services company headquartered in Nairobi, Kenya. Established to address the growing demand for safe, reliable, and premium ground transportation in East Africa's most dynamic urban centre, Taria Creations serves corporate clients, government institutions, international organisations, tourists, and individual commuters across the greater Nairobi metropolitan area and beyond.

This Customer Service Standards Charter (hereinafter referred to as 'the Charter') is the definitive policy document governing the quality of service that Taria Creations commits to delivering to every customer on every journey. It establishes binding standards for our drivers, operations staff, and management, and articulates the rights and expectations of our valued clients.

The Charter is designed in alignment with the United Nations Sustainable Development Goals (SDGs), the UN Secretary-General's High-Level Advisory Group on Sustainable Transport framework, and the regulatory requirements of the National Transport and Safety Authority (NTSA) of Kenya. It shall be reviewed annually and updated to reflect changes in regulation, industry best practice, and the evolving needs of our customers.

Company: Taria Creations	Services: CarHire & Taxi Services
Location: Nairobi, Kenya	Charter Edition: 2026
Regulatory Authority: NTSA Kenya	UN Framework: SDGs 2030 Agenda

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Mission, Vision and Core Values

Mission Statement

To provide safe, reliable, and world-class ground transportation services across Nairobi and Kenya, connecting people and opportunities through a commitment to excellence, integrity, and sustainable mobility.

Vision Statement

To be East Africa's most trusted and preferred CarHire and Taxi Services provider, recognised for our unwavering dedication to customer safety, service quality, and environmental stewardship.

Core Values

Safety First

The safety of our passengers, drivers, and the public is non-negotiable. Every decision, policy, and procedure is evaluated through the lens of safety.

Integrity

We operate with complete transparency in pricing, conduct, and communication. We honour our commitments and hold ourselves accountable.

Excellence

We pursue the highest standards in every aspect of our service, from vehicle presentation to driver conduct and customer interaction.

Inclusivity

We serve all customers with equal respect and dignity, ensuring our services are accessible and welcoming to every member of society.

Sustainability

We are stewards of the environment and the communities we serve, committed to reducing our ecological footprint and contributing to a greener Nairobi.

Innovation

We embrace technology and continuous improvement to deliver smarter, more efficient, and more responsive transportation solutions.

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Alignment with UN Sustainable Development Goals

The United Nations 2030 Agenda for Sustainable Development provides the global framework within which Taria Creations positions its operations. The UN Secretary-General's High-Level Advisory Group on Sustainable Transport defines sustainable transport as "the provision of services and infrastructure for the mobility of people and goods — advancing economic and social development to benefit today's and future generations — in a manner that is safe, affordable, accessible, efficient, and resilient, while minimizing carbon and other emissions and environmental impacts."

Taria Creations embraces this definition as the philosophical foundation of its service delivery model. The table below maps our specific commitments to the relevant SDGs:

SDG	Goal	Taria Creations Commitment
SDG 3	Good Health & Well-being	Rigorous road-safety standards, driver health screening, and zero-tolerance for impaired driving.
SDG 8	Decent Work & Economic Growth	Fair driver compensation, formal employment contracts, and professional development programmes.
SDG 9	Industry, Innovation & Infrastructure	Digital booking platforms, GPS fleet tracking, and investment in resilient urban mobility infrastructure.
SDG 11	Sustainable Cities & Communities	Safe, affordable, and accessible transport for all, with special provisions for vulnerable groups.
SDG 13	Climate Action	Fuel-efficient fleet management, low-emission vehicle adoption pathway, and eco-driving training.
SDG 16	Peace, Justice & Strong Institutions	Full compliance with Kenyan transport law, transparent pricing, and robust anti-corruption policies.
SDG 17	Partnerships for the Goals	Collaboration with NTSA, county governments, and community organisations to improve urban mobility.

In accordance with UN General Assembly Resolution A/RES/77/286 (World Sustainable Transport Day) and the UN Decade of Sustainable Transport 2026–2035, Taria Creations commits to annual reporting on its progress against these SDG commitments and to participating in national and regional sustainable transport initiatives.

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Compliance with Kenyan Transport Regulations

Taria Creations operates in full compliance with all applicable Kenyan laws and regulations governing road transport services. Our compliance framework encompasses the following key legislative and regulatory instruments:

Traffic Act, Cap 403

The foundational legislation governing road traffic in Kenya. All Taria Creations vehicles and drivers comply with the provisions of this Act, including speed limits, vehicle registration, and road worthiness requirements.

NTSA Act and NTSA (Transport Network Companies, Owners, Drivers and Passengers) Regulations, 2022

These regulations govern the licensing of transport network companies, commission structures, driver qualifications, and passenger protection. Taria Creations adheres to the 18% commission cap and all prescribed operational standards.

Nairobi City County Taxi Cabs By-laws

Our operations within Nairobi County comply with all applicable county by-laws governing taxi cab operations, including designated pick-up areas, vehicle markings, and licensing requirements.

Data Protection Act, 2019

All customer data collected through our booking platforms, mobile applications, and customer service channels is processed in accordance with the Data Protection Act, ensuring privacy, security, and the right to data access and deletion.

Occupational Safety and Health Act (OSHA)

We maintain safe working conditions for all our drivers and staff, complying with OSHA requirements regarding working hours, health and safety standards, and workplace protections.

Kenya Vision 2030 Transport Sector Goals

Our service model supports Kenya's long-term development blueprint by contributing to an efficient, integrated, and seamless multimodal transport system in Nairobi.

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Core Customer Service Standards

The following standards constitute the binding service commitments of Taria Creations to every customer. These standards apply to all service categories — taxi hailing, scheduled car hire, airport transfers, corporate accounts, and long-distance charters.

Standard	Key Requirement	Measurement Metric	Target
Safety & Security	Vehicle roadworthiness; driver vetting; trip tracking	Inspection pass rate; incident reports	100% compliance
Reliability	On-time arrival; booking fulfilment	On-time rate; cancellation rate	≥ 95% on-time
Professionalism	Dress code; courteous conduct; language	Customer satisfaction score	≥ 4.5 / 5.0
Cleanliness	Vehicle interior & exterior hygiene	Cleanliness audit score	≥ 90%
Transparent Pricing	Upfront fare; no hidden charges; receipts	Fare dispute rate	< 1% of trips
Complaint Resolution	Acknowledgement within 24 hrs; resolution within 5 days	Resolution rate; response time	≥ 98% resolved
Inclusivity	Accessible vehicles; non-discrimination policy	Accessibility audit; complaint log	Zero discrimination incidents
Environmental	Fuel-efficient driving; emission standards	Fleet emission audit	Annual improvement

5.1 Safety and Security

Safety is the single most important standard at Taria Creations. In alignment with UN SDG 3.6 (halving global road traffic deaths and injuries) and the NTSA safety mandate, we implement a comprehensive safety management system encompassing vehicle, driver, and journey safety.

Vehicle Roadworthiness: All vehicles undergo a mandatory pre-service inspection before each shift and a comprehensive mechanical inspection every 10,000 km or three months, whichever comes first. Inspection records are maintained digitally and are available for regulatory review.

Driver Vetting and Licensing: Every Taria Creations driver must hold a valid Public Service Vehicle (PSV) licence endorsed for Class B vehicles, a current Certificate of Good Conduct from the Directorate of Criminal Investigations (DCI), and a valid NTSA-registered driver profile. Background checks are renewed annually.

Safety Equipment: All vehicles are equipped with functioning seatbelts for all passengers, a first aid kit, a fire extinguisher, a reflective warning triangle, and a vehicle tracking device. Child safety seats are available on request.

Journey Tracking and Sharing: Every trip is GPS-tracked in real time. Customers may share their live trip status with trusted contacts via our mobile application. All trip data is retained for a minimum of 90 days.

Driver Conduct and Sobriety: Drivers are strictly prohibited from operating vehicles under the influence of alcohol, narcotics, or any substance that impairs judgement. Random sobriety checks are conducted. Violation results in immediate suspension and referral to NTSA.

Emergency Response: All drivers are trained in basic first aid and emergency response protocols. Emergency contact numbers, including the Taria Creations 24/7 operations centre, are displayed prominently in every vehicle.

5.2 Reliability and Punctuality

Taria Creations understands that our customers' time is their most valuable asset. We commit to the following reliability standards:

- Pre-booked rides will arrive within the confirmed time window. For airport and corporate transfers, drivers will arrive at least 10 minutes before the scheduled pick-up time.
- In the event of unavoidable delays exceeding 5 minutes, the customer will be proactively notified via SMS, in-app notification, or direct call.
- Vehicle availability will be maintained at a level sufficient to honour all confirmed bookings. Overbooking is strictly prohibited.
- Route selection will prioritise efficiency. Drivers shall not take unnecessarily long routes without the customer's explicit consent.
- Our target on-time arrival rate is 95% or above, measured monthly and published in our quarterly service report.

5.3 Professionalism and Courtesy

Every interaction between Taria Creations staff and customers must reflect the highest standards of professionalism. Our drivers are the face of our brand and are expected to uphold the following conduct standards at all times:

- Drivers shall be dressed in the official Taria Creations uniform or smart business attire. Personal hygiene standards must be maintained at all times.
- Drivers shall greet customers respectfully, assist with luggage, and confirm the destination before commencing the journey.
- Drivers shall not engage in unsolicited conversation, play loud music without passenger consent, or use mobile phones while driving.
- Discriminatory, offensive, or harassing language or conduct towards any customer is a zero-tolerance offence, resulting in immediate dismissal.
- Customer service staff shall respond to all communications in a polite, clear, and professional manner, using the customer's preferred language where possible.

5.4 Cleanliness and Comfort

A clean and comfortable vehicle environment is fundamental to the Taria Creations experience. Our cleanliness standards include daily interior cleaning, weekly deep cleaning, and exterior washing before each shift. Air conditioning must be functional in all vehicles. Vehicles that fail the cleanliness standard are removed from service until remediated. Customer comfort amenities, including phone charging ports and complimentary Wi-Fi in premium vehicles, are maintained in full working order.

5.5 Transparent and Fair Pricing

In compliance with NTSA pricing guidelines and in the spirit of SDG 16 (transparency and accountability), Taria Creations operates a fully transparent pricing model:

- Fare estimates are provided to customers before booking confirmation. The final fare shall not exceed the estimate by more than 10% unless the customer requests a significant route change.
- All applicable charges — including base fare, distance rate, waiting time, and any surcharges — are disclosed upfront and itemised on the receipt.
- Electronic receipts are issued automatically upon trip completion. Physical receipts are available on request.
- Surge pricing, where applicable, will be clearly communicated to the customer before booking confirmation, with the option to decline.
- Taria Creations does not engage in price discrimination based on customer identity, nationality, or any protected characteristic.

5.6 Inclusivity and Accessibility

Consistent with UN SDG 11.2 (providing access to safe, affordable, accessible and sustainable transport systems for all) and the NTSA inclusivity guidelines, Taria Creations is committed to serving every member of society with equal dignity and care:

- Accessible vehicles equipped to accommodate passengers with mobility impairments are available in our fleet. Advance booking is recommended to guarantee availability.
- Drivers are trained in disability awareness and passenger assistance protocols.
- Our booking platforms are designed to be accessible to users with visual or hearing impairments.
- Services are available to all persons regardless of race, ethnicity, gender, religion, age, disability, or socioeconomic status. Any driver found to have refused service on discriminatory grounds will face immediate disciplinary action.
- Special provisions are made for unaccompanied minors, elderly passengers, and pregnant women, including priority booking and trained driver assistance.

5.7 Environmental Responsibility

In alignment with SDG 13 (Climate Action) and Kenya's National Climate Change Action Plan, Taria Creations is committed to progressively reducing the environmental impact of its operations. Our environmental commitments include eco-driving training for all drivers to minimise fuel consumption, a fleet renewal policy that prioritises fuel-efficient and low-emission vehicles, a pathway towards electric vehicle

integration in line with Kenya's green energy agenda, and an annual carbon footprint assessment with published reduction targets. We also discourage unnecessary idling and promote route optimisation to reduce total vehicle kilometres travelled.

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Customer Rights and Responsibilities

Customer Rights

Every customer of Taria Creations is entitled to the following rights:

- The right to a safe, roadworthy vehicle operated by a licensed and vetted driver.
- The right to be treated with respect, dignity, and courtesy at all times.
- The right to transparent, upfront pricing and an itemised receipt.
- The right to a clean, comfortable, and well-maintained vehicle.
- The right to share trip details and access real-time journey tracking.
- The right to lodge a complaint and receive a timely, fair, and impartial response.
- The right to privacy and protection of personal data in accordance with the Data Protection Act, 2019.
- The right to refuse a journey if the vehicle or driver does not meet the standards set out in this Charter, without penalty.
- The right to request an accessible vehicle or special assistance.
- The right to a refund or compensation where service failures are substantiated.

Customer Responsibilities

In order to maintain a safe and respectful environment for all, customers are expected to:

- Treat drivers and Taria Creations staff with respect and courtesy.
- Wear seatbelts for the duration of the journey.
- Provide accurate pick-up and drop-off information at the time of booking.
- Refrain from consuming food, alcohol, or any substance that may cause discomfort to the driver or other passengers in shared vehicles.
- Refrain from engaging in any illegal activity during the journey.
- Report any safety concerns, vehicle defects, or driver misconduct promptly through the designated channels.
- Honour booking commitments and provide reasonable notice of cancellations.

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Feedback, Complaints and Dispute Resolution

Taria Creations views every piece of customer feedback — whether positive or negative — as an invaluable contribution to our continuous improvement. We have established a multi-channel, tiered complaint management system that ensures every concern is heard, investigated, and resolved fairly and promptly.

Feedback and Complaint Channels

Mobile Application	In-app rating and feedback form, available immediately after trip completion.
Customer Service Hotline	24/7 dedicated hotline staffed by trained customer service agents.
Email	Dedicated complaints email address with automated acknowledgement.
WhatsApp Business	Real-time messaging channel for quick queries and complaints.
Social Media	Monitored social media accounts with a committed response time of 4 hours.
In-Person	Walk-in complaints at the Taria Creations Nairobi office during business hours.

Complaint Resolution Framework

All complaints are categorised by severity and routed to the appropriate resolution authority. The following tiered framework governs our complaint management process:

Category	Examples	Acknowledgement	Resolution Target	Escalation Path
Tier 1 – Minor	Cleanliness, music volume, route preference	Immediate (in-app)	Same day	Driver / Dispatcher
Tier 2 – Standard	Fare dispute, driver conduct, lateness	Within 2 hours	3 business days	Customer Service Manager
Tier 3 – Serious	Safety incident, harassment, property damage	Within 1 hour	5 business days	Operations Director
Tier 4 – Critical	Accident, criminal conduct, data breach	Immediate	As per legal timeline	CEO / Legal Counsel / NTSA

Where a customer remains unsatisfied after internal resolution, they retain the right to escalate the matter to the National Transport and Safety Authority (NTSA), the Competition Authority of Kenya, or the Office of the Data Protection Commissioner, as appropriate. Taria Creations will cooperate fully with any regulatory investigation.

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Employee Standards and Training

The quality of service delivered by Taria Creations is fundamentally dependent on the calibre, training, and motivation of our people. In alignment with UN SDG 8 (Decent Work and Economic Growth), we are committed to creating a professional, safe, and rewarding working environment for all our drivers and staff.

Driver Qualification Requirements

- Valid Kenyan driving licence with PSV endorsement (Class B minimum).
- Certificate of Good Conduct from the DCI, renewed annually.
- Minimum of three years' professional driving experience.
- Completion of the Taria Creations induction and service excellence programme.
- Valid NTSA driver registration and compliance with all NTSA driver standards.
- Basic first aid certification, renewed every two years.
- Proficiency in English and Swahili; additional languages are an advantage.

Training and Development Programmes

Induction Training (40 hours): Covers company values, service standards, vehicle operation, safety protocols, customer service excellence, and the provisions of this Charter.

Defensive Driving Course (Annual): Accredited defensive driving training to reduce accident risk and improve fuel efficiency.

Customer Service Excellence (Bi-annual): Training in communication skills, conflict resolution, cultural sensitivity, and handling passengers with special needs.

First Aid and Emergency Response (Bi-annual): Practical training in basic first aid, CPR, and emergency vehicle procedures.

Environmental Awareness (Annual): Eco-driving techniques, emission reduction practices, and environmental responsibility.

Digital Literacy (As required): Training on the Taria Creations booking platform, GPS navigation systems, and digital payment processing.

All training records are maintained in each driver's personnel file and are available for inspection by NTSA and other regulatory authorities. Drivers who fail to complete mandatory training within the prescribed period will be suspended from service until compliance is achieved.

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Performance Monitoring and Continuous Improvement

Taria Creations is committed to a culture of continuous improvement, driven by data, customer feedback, and regular operational reviews. Our performance management framework ensures that service standards are not merely aspirational but are actively measured, reported, and improved.

Key Performance Indicators (KPIs)

KPI	Measurement Method	Frequency	Target
Customer Satisfaction Score (CSAT)	Post-trip in-app rating (1–5 scale)	Continuous	≥ 4.5 / 5.0
On-Time Arrival Rate	GPS data vs. scheduled arrival time	Monthly	≥ 95%
Vehicle Inspection Pass Rate	Pre-service inspection logs	Daily	100%
Complaint Resolution Rate	Complaints resolved within target time	Monthly	≥ 98%
Driver Training Compliance	Training records vs. schedule	Quarterly	100%
Fare Dispute Rate	Disputes as % of total trips	Monthly	< 1%
Incident Rate	Safety incidents per 10,000 trips	Monthly	< 0.5
Carbon Emission Index	Fuel consumption per km (fleet average)	Annual	Year-on-year reduction

Reporting and Review Cycle

KPI results are compiled into a Monthly Operations Dashboard shared with senior management. A Quarterly Service Review is conducted with department heads to identify trends, root causes of service failures, and improvement initiatives. An Annual Customer Satisfaction Report is published and shared with key stakeholders, including corporate clients and regulatory authorities. Customer feedback themes are reviewed monthly and fed into driver training and operational policy updates.

10 Governance and Charter Review

This Charter is a living document, subject to regular review to ensure it remains current, relevant, and aligned with evolving regulatory requirements, UN frameworks, and customer expectations.

Charter Ownership

The Customer Service Standards Charter is owned by the Chief Executive Officer of Taria Creations and is administered by the Head of Customer Experience. The Operations Director and Head of Compliance are jointly responsible for ensuring adherence to the standards set out herein.

Review Schedule

Annual Full Review: A comprehensive review of all Charter provisions, conducted each January, incorporating the previous year's KPI results, customer feedback analysis, and any regulatory changes.

Triggered Review: An immediate review may be triggered by a significant regulatory change, a major service incident, or a material change in the company's operating environment.

Stakeholder Consultation: Prior to each annual review, Taria Creations will solicit feedback from a representative sample of customers, drivers, and corporate clients to inform Charter updates.

All revisions to this Charter will be communicated to all employees, drivers, and corporate clients within 30 days of adoption. The current version of the Charter will be publicly available on the Taria Creations website and displayed in all company vehicles.

11 Signatories and Adoption

This Customer Service Standards Charter has been reviewed, approved, and adopted by the authorised representatives of Taria Creations. By their signatures below, the signatories commit Taria Creations to upholding every standard, right, and obligation set out in this document.

General Manager

Taria Creations



Evans Macosewe

Date: 29th December 2025

This Charter is effective from the date of last signature above and supersedes all previous customer service policy documents issued by Taria Creations.