

# Corporate Customer Care Standards

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# Corporate Customer Care Standards

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In developing these standards we have sought to:

- Set standards which are user friendly, customer focused and measurable
- Clearly state how staff should behave in dealing with customers
- Set performance targets which can be reviewed regularly
- Give consideration to legislation, good practice and national standards
- Ensure staff are equipped to deliver services taking into account equality and diversity so that:
  - Translation / interpretation can be arranged when languages other than English are used
  - Customers with sensory impairments can be assisted through their chosen medium, such as Braille or British Sign Language
  - Customers with a learning disability will be offered clear and simple advice and instructions, sensitively provided

We will:

- Regularly ask our customers for feedback about our customer service
- We will use this feedback to help shape the services we deliver
- Ensure our staff are trained and competent to deliver our services
- Ensure all staff and members are trained in Customer Care

## General Principles When Dealing With An Enquiry:

When dealing with an enquiry from a customer, whether face to face or by telephone:

- Listen carefully to the enquiry
- Identify and address any special needs with sensitivity, tact and diplomacy
- Record customer contact details accurately
- Ensure that the nature of the customer's enquiry is understood clearly
- Aim to resolve enquiries (80%) at the first point of contact

## Telephone Callers

- Aim to answer the telephone within five rings
- Aim to answer 80% of calls offered
- Greet customers in a polite and courteous manner saying, "Good morning/afternoon, Intech Centre (insert first name) speaking, how can I help you?"
- Where a customer has a hearing impairment offer access to an alternative system
- Give your full attention to the customer
- Take ownership of the call, resolving the customer's enquiry wherever possible
- When taking a call for a colleague, use an effective message taking system and make sure the customer is called back
- End the call with a thank you and confirm with the customer the outcome

## Face To Face Contact

This covers personal customers with or without appointments and callers

- Aim to greet customers and introduce ourselves within 5 minutes of their arrival to the Centre
- Be welcoming, courteous and helpful at all times
- Give your full attention to the customer
- Keep the customer informed of the length of time they are likely to wait to see the person they need
- Offer an appointment where this may be more appropriate, responsive or efficient
- When a customer has special needs, find out what they need and aim to provide it
- When a customer needs to communicate in a language other than English, make arrangements to provide an interpretation service if possible
- When discussing personal information, always arrange to do so in a confidential environment eg interview room
- Ensure staff wear identification badges

## Written Communication

This covers letters and e-mails

- Reply to letters requiring a response within 10 working days, if this is not possible we advise you why and give you a response date
- Respond to emails within 3 working days
- Ensure the presentation of all written correspondence is easy to understand, professional and accurate
- Include a contact name together with any other information needed (eg reference number) to assist the customer
- Meet the needs of people with visual impairment, through the use of Braille, large print or other specialist services

## Comments, Compliments and Complaints

- Be open to receiving feedback from customers
- Pass comments and suggestions on to your manager, if they may improve the service
- Ensure compliments are recorded and shared with colleagues
- Be aware of the Centre's complaints procedure
- Aim to resolve all concerns (except serious complaints) raised by customers immediately and informally wherever possible
- If informal resolution is not successful, tell the customer they can make a formal complaint, and help them to do so.
- In the case of a serious complaint, tell your manager.

## Customer Care Charter

As part of our commitment to you, these standards will apply to all our services:

We will be:

- Courteous, helpful, open and honest in delivering high quality services
- Professional and positive in our approach
- Well-informed, so that we are able to help you
- Effective in listening and responding to you when you are dissatisfied or complain
- Treat everyone fairly and equally, with respect and dignity.

When you have contact with us, we will:

- Aim to answer the query at the first point of contact whenever possible.
- Aim to answer your telephone call within five rings
- Arrange for someone to call you back promptly if we cannot answer your query immediately
- Aim to respond to your letters and emails in a prompt and timely manner.
- Arrange an appointment if necessary for you to speak to someone who can help you
- Use plain English that is clear and easy to understand

We would like you to:

- Treat our staff with courtesy, respect and dignity
- Keep any appointments that you have with us, and notify us if you are unable to attend
- Give us the information we need to help you
- Give us your views and suggestions to help us improve our services
- Understand the terms & conditions that you agreed