



## **Customer Care Policy Statement & Standards**

Whenever customers have contact with East Midlands Vocational Academy Ltd (EMVA) they will receive consistently high standards of customer service. We are committed to ensuring that customer service excellence is an integral part of the planning, resourcing, and delivery of our services.

### **Policy Statement**

As an organisation we will be:

- Helpful and courteous in delivering high quality services.
- Professional and positive in our approach, taking pride in what we do.
- Well informed, so that our customers know what they can expect from us.
- Effective in listening to customers when they express dissatisfaction or complain.
- Fair and equitable towards individuals and with differing needs.

### **Who are our customers?**

Our customers are all the people we come into contact with in connection with our work. This includes students, teachers, parents, outside agencies.

### **What is customer care and why is it so important?**

Because poor customer care could give EMVA a poor reputation which could lose potential students and schools to work with in the future.

Customer care means:

- Providing a good quality service in a friendly, efficient and helpful way.
- Treating other people how they would like to be treated.
- Treating each person as an individual.
- Treating people with dignity, respect and courtesy.
- Offering choices where possible.
- Clearly explaining when there are no choices.

In order to do this we must understand and recognise that all our customers are different and that they all have diverse needs. These differences and needs can be based on culture, language, ethnicity, age, gender, disability, literacy, sexual orientation or religion.

Good customer care is about having a positive attitude towards, and respect for, diversity and in turn, having the flexibility to adapt our behaviour and actions in a way that is appropriate for the individual.

### **Why do we need customer care standards?**

Apart from the common sense business approach stated above there are other good reasons for adopting customer care standards.

Customer care standards set out the expectations on our employees in their work. In particular, these standards define a corporate customer care framework for the achievement of excellent customer service which ensures that all customers,

whether they are students or teachers, receive the same consistent, high standards of customer service.

### **How do we maintain our Customer Care Policy?**

The development of our Customer Care Policy is an important part of our Human Resource Strategy, which aims to ensure that our workforce can organise and deliver quality services. This is delivered by:

- focusing on service priorities
- reshaping our organisation on a regular basis
- developing our skills and performance
- improving internal and external communication

Specific training will be provided to staff to help them carry out the Customer Care Policy.

### **How will we measure our success?**

We will monitor our performance through self-assessment and through receiving feedback from internal and external inspections.

## **Customer Care Standards**

### **General**

- We will be polite and courteous
- We will provide advice as and when appropriate
- We will do our best to take ownership and provide information/advice about other local services that are not provided by us or point customers in the right direction
- We will keep records, analyse them and act upon the analysis
- We will undertake work as we said we would and in the time that we said we would, or will provide timely information to explain why this is not the case
- We will keep customers informed at all stages of work
- We will provide a safe environment for our customers

### **Telephone Contact**

- We will answer calls within five rings
- We will greet callers politely and give our company name
- We will try to identify any special needs
- We will thank the caller for their call
- We will only use Voicemail in rare circumstances
- We will operate an out of hours answerphone
- We will ensure that messages on voicemail and answerphones are clear and audible by testing them
- We will respond to voicemail and other messages within 24 hours

### **Written Contact (including emails)**

- We will reply to all correspondence within one working day
- We will provide a contact name, office address, email address and direct dial number in the letter
- We will acknowledge complaints within one working day and complete the investigation with 10 days
- We will write in plain English (as far as the technical aspects of our work allow)

Customer Care Policy – produced September 2015

Review Date: September 2016

Review Date: September 2017

Review Date:

- Where we require any assistance with translation we shall contact the necessary agencies

### **Face to Face Contact**

- We will keep any appointment made and will inform people well in advance if we have to cancel it
- We will explain work to the customer as simply as possible and explain the next steps if further work is required

In developing these standards we sought to -

- Set standards which are user-friendly, customer-focused and measurable
- Clearly state how staff should behave in dealing with customers
- Ensure that the customer's safety is as high a priority as any other matter
- Set performance targets which can be reviewed regularly
- Give consideration to legislation, good practice and national standards
- Ensure staff are equipped to deliver services effectively and considerately

Signed:  
(Director)

Date:

Customer Care Policy – produced September 2015  
Review Date: September 2016  
Review Date: September 2017  
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