

THE GALLEON CENTRE

CUSTOMER CARE POLICY

1. PRINCIPLES

- 1.1 The Galleon Centre recognises the need to continuously improve customer relation skills and techniques. Effective customer relations are required in all areas of the Centre from all staff. The operation of the Reception area is seen as particularly significant to customer relations.
- 1.2 All staff members must provide information, advice and assistance to customers in a helpful manner and be able to make decisions to assist customers. Staff should greet every member with a smile.
- 1.3 Customer comments and feedback need to be encouraged and seen as an opportunity to improve.
- 1.4 Proactive research needs to be carried out to identify customer and potential customer needs. The nature of both local and national market trends to be recognised and understood.
- 1.5 All customer services need to be effectively communicated to both existing and potential customers through accurate, attractive and explanatory advertising material and a variety of promotional methods.
- 1.6 Booking systems need to be customer friendly and efficient.

2. OBJECTIVES AND SCOPE

- 2.1 It is the objective of the Galleon Centre to ensure that staff contact with customers is carried out in a manner which helps exceed customer expectations.
- 2.2 This procedure identifies the principles involved in the implementation of effective customer relations. It should be used in conjunction with a programme of training to develop the required skills.

3. REFERENCE DOCUMENTS

Customer Commitment Statement
Customer Response Forms
Customer Comments Policy
Customer Exit Interviews

4. PROCEDURE DETAIL

4.1 First Impressions

- 4.1.1 All staff should be in an identifiable uniform and name badge. This uniform shall be worn in an acceptable smart manner.
- 4.1.2 All staff should be accessible to the public. The body language of staff shall support this.
- 4.1.3 Staff shall acknowledge customers when they enter the facility and when they are waiting to be served. The nature of this acknowledgement shall consider the needs and moods of the customer but every customer should be met with a smile.

4.1.4. The name of the Duty Manager shall be displayed in the main reception area. The Duty Manager shall change this display when starting work.

4.2 Customer Commitment Statement

4.2.1 The key service delivery standards are identified in our normal operational procedures. A customer commitment statement is displayed in public areas communicating standards directly to customers.

4.2.2. This statement will be amended as indicated by the Board of Trust.

4.3 Helping

4.3.1 Staff shall listen to customers specific requirements and ask appropriate questions.

4.3.2 Staff shall do everything reasonably possible to assist the customer.

4.3.3 If members of staff cannot assist the customer adequately, they shall request assistance from other members of staff.

4.3.4 Promises to assist customers shall always be maintained.

4.4. Selling

4.4.1 The reception staff shall process requests for activities as per the normal operational procedures for reception.

4.4.2 Staff shall take every opportunity to promote all activities that the Centre has to offer.

4.5 Telephone

4.5.1 Telephones shall be answered as identified in the normal operational procedures but should always receive, good morning/afternoon. The Galleon Centre and (NAME) speaking, how can I help you.

4.6 General Communication

4.6.1 All staff shall be aware of and understand the effects of body language and verbal style in any communication situation.

4.6.2 Awareness of body language is a significant element of communicating. Staff shall be aware of the effects of facial expressions, posture, gestures, eyes and proximity and especially how a smile enhances all of the above.

4.7 Dealing with Different Situations

4.7.1 The Emergency Action Plan details the normal operational procedures to follow when dealing with emergency situations. Other situations that may arise include aggressive and awkward customers which is covered by the Policy on Abusive or Violent Behaviour by customers.

4.7.2 In all of these situations, the following principles shall be applied:-

- follow normal operational procedures
- Control the situation and procedures

- keep calm and professional
- ask questions to identify customer needs and fully investigate the situation
- keep all customers fully informed
- attempt to separate the customer from any 'audience'
- resolve the situation or promise to refer the problem to the Duty Manager

4.8 Implementation

4.8.1 All staff shall undergo training in the systems and skills involved in customer relations.

1. OBJECTIVE

1.1 It is the objective of the Galleon Centre to be accessible to all customer comments and to deal with them to the satisfaction of the customer, seeing this as an opportunity for continuous improvement of the organisation.

1.2 This procedure identifies the systems for dealing with all types of customer comments.

2. REFERENCE DOCUMENTS

Internal

- Customer Response Forms
- Duty Manager's Log
- Customer Response Trend Analysis Report
- Customer Commitment Statement
- Cost Centre Action Report

3. PROCEDURE DETAIL

3.1 Opportunities for Customer Responses

3.1.1 Customers are encouraged verbally and through the customer commitment statement to make either verbal or written comments about the Galleon Centre.

3.1.2 Triplicate Customer Response Forms are available in the main reception and in general thoroughfare areas of the Centre. The customer retains the top copy. Copies two and three are handed into main reception or go in the suggestions box.

3.1.3 Customer suggestion boxes are located adjacent to the main reception next to the administration office.

3.1.4 The Galleon Centre now has its own Facebook and comments are more than welcome.

3.2 Receipt of Customer Response

3.2.1 Any member of staff receiving a customer comment shall be

responsible for dealing with this to the satisfaction of the customer. Action shall be initiated by the member receiving the comment.

3.2.2 Verbal compliments or observations shall be reported to the Duty Manager who enters them in the log book.

3.2.3 If the comment requires a response, a customer response form shall be completed by the customer or by the member of staff receiving the comment. The nature of the comment, date and name and address is included. The customer shall receive a copy of the form. The form can be posted in the customer suggestion box if required by the customer.

3.2.4 If the customer is not satisfied with the response from a member of staff, the Duty Manager shall be contacted to discuss the issue with the customer.

3.3 Processing of Customer Response Forms and Action

- Customer Comment Form received or collected from the suggestion box and forwarded to administration on a daily basis.
- Administration determines who shall initiate action, based on the responsibilities identified in the operational procedures.
- Operations Manager monitors response times.
- Second copy of form to the member of staff responsible for the action, who initiates investigation into the issue to identify action.
- Third copy is filed by administration.
- Action is initiated responding to the customer within 5 working days (Monday - Friday), date of response attached to the Customer Response Form.

3.4 Facebook Response

3.4.1 The Galleon Centre's own Facebook Page is another avenue to allow us to interact with our customers on a more regular and relaxed basis.

3.5 Review

3.5.1 A four week review is recorded by the Duty Manager and reported to the Management Team Meetings.

3.5.2 The General Manager ensures that a trend analysis identifying any re-occurring issues or trends with necessary improvements identified and initiated.

3.4.3 The General Manager ensures that trends and actions are reported to the Board of Trust.