



Customer Care Policy

September 2011

*Approved by Management Committee 5th September 2011
Next review due: September 2012*

Signed.....

Signed by the Chair on 5th September 2011

INTRODUCTION

HCT Group is committed to ensuring that customer service excellence is integral to the planning, resourcing and delivery of all HCT Group's services.

These standards will ensure that all sections of our diverse multi-cultural community, including those with special needs, are not excluded from any area of service delivery.

Whenever customers have contact with HCT Group they will receive consistently excellent standards of customer service.

1. HCT Group Statement

HCT Group recognises that excellent Customer Service must be an integral ingredient in the delivery of high quality services and that there is a financial cost incurred in delivering poor customer services.

HCT Group is committed to a high standard of Customer Care to enable the delivery of its objectives aimed at improving transport-related services for the benefit of the user.

HCT Group will ensure that:

- HCT Group delivers the cost effective, high quality, user friendly, efficient standard required

This will be done via a variety of means to ensure that the needs of all users are addressed and that no group within our communities become disenfranchised or socially excluded as a result of changes to frontline service delivery.

- HCT Group will respond to users needs and measure their service satisfaction levels
- A holistic approach to Customer Service Delivery is adopted and sustained
- That the standard is applied to all aspects of HCT Group Customer Service delivery throughout the organisation to include back office and frontline staff functions, ensuring that they reach the required standard and are accountable.

2. Customer Service Standards

The standards set out in this document are the minimum that HCT Group would expect:

- HCT Group will ensure that at least 60% of all customer enquiries are resolved at first contact
- There is a joined up service delivery for service users by actively promoting close working with HCT Group partner organisations.
- Managers of HCT Group will ensure that customer service underpins all service planning, resourcing and delivery
- Managers and staff adopt a continuous improvement attitude and approach to Customer care
- HCT Group staff are customer focused, courteous, competent, trained and committed to resolving enquiries as quickly as possible from customers of all parts of the community in relation to HCT Group services

3. Communication Standards

We aim to:

- Ensure at least 60% of all customers enquires across HCT Group are resolved at first contact
- Acknowledge a minimum of 95% of written or verbal complaints within 5 working days and respond within 15 days
- Answer 90% of telephone calls within 15 seconds
- Provide information about services in community languages, Braille and Audio, whenever possible
- Treat all information you give us confidentially
- Address any special needs with sensitivity and diplomacy
- Involve the community
- Provide an equitable service

The key objectives of the standards are to ensure accuracy, consistency, efficiency and cost effectiveness in our approach to the presentation and delivery of Customer Services.

- The standard is simple, user friendly and measurable
- The standard clearly states the desired behaviour of staff in dealing with customers
- Performance targets are set and reviewed regularly in line with user consultation feedback
- These standards are applied to internal and external customers
- These standards are to be included in external specifications, as our partners must perform to HCT Group Customer Service Standards at all times

4. Customer Interaction

Where front line services are managed by HCT Group the following will apply:

4.1 Face to Face Contact:

- HCT Group staff will greet customers in a polite and courteous manner giving their name
- HCT Group staff will always give their full attention to the customer and be professional at all times
- HCT Group staff will be helpful and aim, wherever possible, to resolve the customers enquiry
- HCT Group staff will ensure that where a customer is unable to communicate in English, arrangements are in place in conjunction with other agencies, to provide an interpretation service

4.2 Telephone Calls

- HCT Group aims to have telephone calls answered within 5 rings
- HCT Group staff will greet callers in a polite tone and courteous manner, stating their name and department and a greeting appertaining to the time of the day
- HCT Group will give their full attention to the customer for the duration of the call and remain professional at all times
- HCT Group staff will be helpful and aim, wherever possible, to resolve the customer's enquiry
- HCT Group telephones must not be left unattended during core hours 0:700-18:00

4.3 Answer Phones and Voicemail

- HCT Group answer phones/voice mails will only be used to ensure that telephone calls do not go unanswered
- Recorded messages from HCT Group answer phones will be audible, accurate and appropriate
- Answer phone/voicemail will give the caller an option to leave a message whenever practicable
- HCT Group messages will be responded to within 24 hours or the next working day if the message is left over a weekend or Bank Holiday

4.4 Written Correspondence

- HCT Group written correspondence, including that received by fax and e-mail, will be responded to within 15 working days.
- The presentation and content of any written correspondence will be clear, easy to understand and jargon free, accurate and include a contact name and direct dial telephone number

- All issues raised by the customer will be acknowledged and responded to within the correspondence

4.5 Enquiry Handling

HCT Group will:

- Listen carefully to the enquiry
- Address any special needs with sensitivity, tact and diplomacy
- Will record the customer's contact details correctly
- Will ensure that the nature of the customer's enquiry has been understood correctly
- Aim to resolve a minimum of 60% of all enquires at first contact

4.6 Complaints

HCT Group will:

- Aim to resolve all concerns raised by the customer immediately and informally before the matter becomes the subject of a formal complaint
- Inform the customer that if the informal resolution is not to their satisfaction, the customer may make a formal complaint and explain how to do this and what to expect. Customers will have an acknowledgement to their complaint within 5 days and a full written reply within 15 days
- Aim to resolve complaints at Stage 1 of the Complaints Procedure

HCT Group Unit Managers must analyse complaints about the Service and demonstrate that when complaints identify service failures, remedial action is taken so that such problems do not recur.