

Customer Care Policy for Galleon Travel 2009 Limited

At Galleon Travel we are continually striving to become a focused customer care organisation aiming to deliver a quality service to our customers through continuous attention to customer satisfaction.

This aim will be achieved by assuring that:

1. Each member of staff puts the customer first in all their work.
2. All staff are appropriately trained and qualified in the duties allocated to them.
3. Customer's views are requested and monitored and implemented when possible.
4. All customer enquiries are responded to quickly and efficiently.
5. All public service vehicles are clean, safe comfortable and lead to a pleasing environment.

STAFF

Smartness

All staff should be suitably dressed for the type of work they are doing and the environment they are working in. Uniforms should be kept clean and tidy at all times.

Identity

Uniform and identity badges should be worn at all times.

Behaviour

All staff should be aware that if members of the public visit our facilities they are always watching staff and, therefore, standards of behaviour should always demonstrate a professional approach in keeping with the high level of **service** expected by our customers.

Attitude

The attitude of all staff, in carrying out their duties, should show a helpful, caring approach to our customers through an understanding of their needs.

Approachability

All staff should ensure that they are seen to be easily approachable by customers. By smiling and saying hello staff can ensure that passengers feel welcome and comfortable enough to approach any member of staff to ask questions and seek further information. Staff should always find time to deal with enquiries and the importance of providing information and offering appropriate additional advice and suggestions in generating increased 'sales' should not be underestimated.

Knowledge

Staff who are likely to be asked questions about services must be able to either respond accurately to an enquiry or direct the **customer** to another member of staff who could deal with the enquiry more effectively. It is important that a communication system and a staff training programme is established to ensure that staff have access to appropriate, accurate information. The use of the Intalink website should be a useful tool to assist with enquiries.

VEHICLES

Safety

All vehicles should be managed and maintained to the appropriate recognised safety standards set by VOSA

Cleanliness

All vehicles should have a high standard of cleanliness in keeping with **customer** expectations. Vehicles should be clean at all times, regardless of inclement weather.

Maintenance

All vehicles should be maintained to a high standard in keeping with the terms of our Operator licence and **customer** expectations.

Information

All information made available to be public, by whatever medium, should be clear, concise and accurate. The chosen format for releasing information should be attractive and well presented. All information released should be timely and give reasonable advance notice of events and activities. A contact telephone number for assistance in understanding the document should be included.

F Accessibility

Every attempt should be made to ensure the vehicles are freely accessible to people with physical, mental and sensory disabilities.

COMMUNICATING WITH OUR CUSTOMERS

FACE-TO-FACE COMMUNICATIONS

Dealing with complaints and enquiries 'face-to-face' with customers is an important part of the role of every member of staff. While the nature of the enquiry/complaint and the manner of the **customer** will vary there are certain common approaches required in this type of communication.

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|----------|--------------------|--|
| A | COMMUNICATE | Introduce yourself to the customer and ask how you can help |
| B | LISTEN | to the enquiry/complaint. Ask questions to ascertain all the facts required. Show that you are listening, be attentive. Take written notes. |
| C | THANK | the customer for raising the issue, particularly if a complaint has been raised. A complaint is a valuable opportunity to gain feedback directly from a customer . |
| D | ASSESS | the enquiry/complaint using all the information available and decide on appropriate action. |
| E | TAKE ACTION | Respond to an <u>enquiry</u> by giving detailed information to the customer or by agreeing to forward appropriate information to them by an agreed date. |

Having followed up steps A to E. In response to a complaint it is important that additional steps are taken to ensure that the **customer** is satisfied with the response received and leaves with a positive image of the **service** (E).

- i. Take immediate action if possible to rectify the problem.
 - ii. If immediate action is not possible, inform the **customer** what action will be taken and when, then “do what you said you would do”.
 - iii. Offer explanations to a **customer**, but never offer excuses.
 - iv. Record details of the complaint and the response given to ensure that all appropriate staff are aware of the issue and will answer any future complaint with consistency.
 - v. Details of the complaint should be recorded on the **customer** complaints file, with the member of staff receiving the complaint completing the **customer** comment form, ensuring that responses are noted and agreed action is carried out. This should include verbal or written complaints.
 - vi. In case of a serious complaint or incident and/or having to deal with an aggressive or abusive **customer**:
 - a) Stay calm yourself, and try to calm the **customer**.
 - b) Invite the **customer** into an office or quiet place to discuss the matter, if possible.
 - c) If you cannot deal with the complaint yourself arrange for the appropriate member of staff to talk to the **customer** immediately.

HANDLING WRITTEN COMPLAINTS AND ENQUIRIES

Introduction

Before detailing the appropriate staff response to written enquiries and complaints it is important to note some of the reasons why a **customer** would write a letter rather than telephone or call in:

- a) a response is expected.
- b) anonymity is preserved, particularly when a complaint is being made against a member of staff.
- c) a lack of knowledge of who to complain/enquire to (particularly when a letter is sent to the Directors)
- d) a **customer** may wish to go home and take time to contemplate an issue before raising an issue.

In all cases the accuracy, punctuality and presentation of any reply has a great effect on the image of the **Service** in the eyes of the **customer**. It is, therefore, essential that **care** is taken to ensure that all written communications reflect a positive, professional image.

Written Enquiries

- a) With a simple enquiry, ascertain the appropriate information and telephone the sender on the day of receipt of the letter.
- b) When a written reply is necessary or forms, timetables or promotional literature need sending this must be done within 7 days of receipt of the letter.
- c) Where a detailed response is required, needing investigation prior to replying and the 7-day deadline cannot be met, the response should be sent within ten working days of receipt of a letter. If the 10-day limit cannot be met a holding reply should be sent detailing the name of the member of staff dealing with the enquiry and a date by which a full answer will be sent to the **customer**.

Written Complaints

All written complaints should be considered carefully before replying. Careful assessment of the complaint is required before choosing the appropriate course of action.

a) With a serious complaint containing, for example, allegations regarding the conduct of a member of staff, the officer investigating should telephone the writer within 24 hours to arrange a suitable time and venue for an interview regarding the issue, if necessary this meeting should be held at the writer's home. The interview should be used to ascertain the full facts of any complaint. At the interview the **customer** should be informed of the intended progress of any enquiries and given the date by which a full written reply would be sent to him/her.

b) A complaint of a less serious nature, requiring investigation, should be dealt with within one week of the receipt of the letter. The writer should be telephoned immediately to confirm that the letter has been received, the matter is being dealt with, the name of the person dealing with the complaint, and the date by which a full reply will be received. The maximum wait for a full reply will take no longer than one week. Should a delay of longer than one week be necessary a holding reply should be sent, again dealing with the enquiry and the date by which a full reply will be received.

Monitoring Responses to Written Enquiries/Complaints

a) All written correspondence should be dated and recorded on arrival.

b) Each item of correspondence should be carefully monitored to ensure that all replies are sent out punctually and in line with the guidance given above.

TELEPHONE ANSWERING PROCEDURE

Waiting Time

All telephones calls, internal, external or internal transfers must be answered within 5 to 15 rings.

Telephone Answering

a) External calls must be answered as follows:

“Hello, (name of centre), (Name) speaking.
How can I help you”?

b) All calls should be answered with the recipients name.

c) Internal calls should be answered with the recipients name.

d) Background noise should be minimised when answering a call.

Listening to the Enquiry

It is important that the person answering the call listens to the enquiry and fully understands the caller's requirements.

The person answering the call must judge whether or not he or she is in a position to deal with the enquiry before taking appropriate action.

Dealing with the Enquiry

Having decided that he or she can adequately deal with the enquiry the recipients should then take the booking or give out appropriate information, taking all required details for future reference.

Suggesting Alternatives

If a booking request cannot be met the member of staff dealing with the call should first suggest alternative, available times for similar bookings.

Re-capping

At the end of each call that has produced a definite booking all details of the booking must be re-capped for the caller to ensure that he or she has booked in accordance with the caller's requirements.

Re-direction or Ring Back

If the person answering the call cannot deal with the enquiry one of two actions should be taken.

a) If a member of staff who would be able to deal with the enquiry is available the call should be re-directed to them, having first informed the caller who they are being referred to. The member of staff taking the re-directed call should be advised of the callers name and nature of the enquiry. The caller should be kept informed regarding who they are being transferred to and the reasons for any delay in being put through.

b) If no suitable member of staff is available to take the call the person answering should arrange an appropriate time for another member of staff to ring the caller back. Details of name of the caller, their telephone number, nature of the enquiry and the ring back time arranged should be recorded. This information should then be re-capped with the caller.

Follow up Action

An appropriate administrative system should be used to ensure that any agreed follow-up action, ie, ring back or dispatch of information by post is carried out at the appropriate time. Any requests for information by post or booking forms should be dispatched within 24 hours.

Closing the Call

Having re-capped the appropriate booking details, given the requested information or arranged an appropriate ring-back time, the member of staff should close each call by thanking the **customer** for calling.

CUSTOMER FEEDBACK

In any **service industry** it is vital that the views of customers are regularly sought and recorded to stimulate reviews of services provision. Monitoring complaints and enquiries is useful in assessing **customer** satisfaction but it is also necessary to allow customers to express their views and opinions using other methods with the confidence of knowing that the points they raise will be listened to.

CUSTOMER FEEDBACK FORM

Following every hire a customer feedback form is provide for all customers to comment on the service they have been provided with. This can be posted faxed or emailed.

ii) Customers should be encouraged to use the **Customer** Comments System to record their views, but the system should never be used as a substitute for face-to-face communication with member of staff particularly for complaints. Customers or staff on the behalf of a **customer** are able to voice their suggestions, comments or complaints on the Centre verbal comment voice recorder in Reception. The voice recorder can be used both by customers and staff for suggestions, comments and complaints. The voice recorder will be checked weekly by the Manager/Supervisor who will respond where necessary.

iii) Each response recorded using the **Customer** feedback must be analysed as soon as possible and replied to within 24 hours.

iv) All responses must be monitored to allow appropriate action to be taken on recurring problems or observations.

- v. The **Customer Feedback Form** should also be used by staff to record any ideas, opinions or observations they receive from members of the public during the normal course of their duties. Using the **Customer** Feedback form in this way ensures that views are monitored even if a reply or further communication is not necessary.
- vi. The **Customer** Feedback form can also be used by staff to provide feedback
- vii. Feedback to customers and staff should be carried out at least monthly, detailing the nature of the comments, together with the responses.

Review

The policy is intended to last for two years, and will need reviewing before December 2008.