



## **Customer Service Policy**

Date Approved: 14 March 2019  
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Owner: Operations Manager

**NOTE: This is a CONTROLLED Document. Any documents appearing in paper form are not controlled and should be checked against the server file version prior to use.**

## **Introduction**

This policy describes the expectations of all employees to deliver the principles, standards and practice of customer service. The policy advises customers of the standards of customer service they can expect when contacting Avensys UK Ltd.

Avensys UK Ltd is committed to ensuring customer service excellence as an integral part of planning, resourcing, and delivery of services.

## **Scope**

Avensys UK Ltd regards all those involved in healthcare, including patients and their families, carers and friends, other service users and service providers, as its customers.

Employees must work together in accordance with this policy to meet the expectations of external customers and provide the required service level.

## **Guiding Principles of Customer Service**

Throughout all contact with customers, employees should aim to meet needs and requirements by:

- Identifying ourselves;
- Being professional and courteous
- Being well informed, so that we are able to help;
- treating all customers with dignity, respect and courtesy;
- actively listening to what customers say;
- personalising service to the needs and requirements where practical;
- always doing what they say they are going to do, or update the appropriate people promptly if things change, offering explanations for the change;
- responding to enquiries promptly, efficiently and effectively;
- Consulting customers about their service needs.
- Communicating about service delivery expectations

## **Contacting Avensys UK Ltd**

### **Digitally**

- We will acknowledge correspondence (e.g. e-mails, website enquiries and Social Media) within 24 hours (Monday – Friday);
- We will respond to digital correspondence as quickly as possible

### **Telephone, answer machine and voice mail**

When answering a telephone call, employees should greet the caller and identify themselves giving their name and promoting the Guiding Principles of Customer Service.

Reception field all incoming calls as frontline communicators Monday to Friday during working hours, directing all calls to the requested or relevant employee.

- Employees will remain polite and assist the caller where possible.
- Employees will aim to answer the telephone within three rings if they are available to take the call.

If employees are not able to answer a caller's query immediately, every effort should be made to refer the enquirer on to the person best able to help them. They will take contact details and provide a response. The caller should be kept informed of progress with their enquiry.

As a 24-hour response company, all calls and enquiries outside office hours are responded to by the out of hours nominated employee/s.

### **Letter**

We will respond to letters within 10 working days of receipt;

### **Face to Face Meetings**

Where employees meet face to face with customers, including reception desks and other mutually agreed locations, they will:

- greet customers or visitors within 5 minutes of their arrival and;
- will offer appointments where more appropriate, responsive or efficient;

### **Complaints, Feedback and Suggestions**

Customers should be kept updated about the company's strategies; innovations, service development plans and outcomes of consultations, using all appropriate communication channels.

The Company considers all customer feedback and complaints as vital in monitoring and improving the quality of its services. Complaints will be managed in accordance with the Complaints Policy and procedure.

### **Confidentiality**

All information gathered or held about customers will be held in accordance with GDPR Data Protection Policy and Confidentiality Policy and procedure.

### **Measurement, Analysis and Improvement**

Each customer at a minimum, will receive a quality questionnaire on an annual basis. All results will be recorded and monitored for data collection, monitoring and reporting on improvements. Avensys UK Ltd will actively engage with customers and encourage such feedback. Performance will be monitored via self-assessment, comparison with other organisations, customer satisfaction ratings, feedback, and recommendations following external inspections. These measurements will inform us of how to continually make improvements to our service and our commitment to our customer service policy.