



WHiST CUSTOMER CHARTER

Every conversation with every customer is important.

1. Our Customers and Stakeholders

Anyone who is a member, uses our services or is affected by any of the services provided by us is considered our customer.

Our stakeholders are people directly or indirectly affected by the actions of our organisation.

Customer care is the way we interact with customers and stakeholders when we provide services, advice and support to them.

2. Customer Care Statement

At WHiST we truly believe that by putting customers first and listening to what they want we can deliver the highest possible standards of customer care.

We have worked closely with our customers to set out how we will deliver high quality and customer focussed services, making sure we stay true to our overall aims to:

- Deliver excellent services
- Put customers at the heart of the organisation
- Maximise resources and opportunities.

3. Aims of Charter

3.1 This Charter aims to:

- Set out how we provide high quality and customer focused services
- Have clear standards on how we expect our employees and partners to behave
- Help customers to understand how our values underpin everything we do and everything we aim to achieve

3.2 Partnership:

We believe in working together with people, internally and externally, to achieve the very best.

We recognise that listening to others and understanding their needs is the only way to develop long-lasting and successful partnerships.

3.3 Drive:

We have the commitment, passion and determination to achieve better things; a will to succeed and be the best that we can - both as individuals and as an organisation.

A tenacious energy to learn, improve and bring out the best in ourselves and each other - to accomplish our goals and make a positive difference.

An ambition and desire to build something that both staff and customers are proud to be part of.

3.4 Responsibility:

We are trusted as the custodians of valuable assets and resources. What we do is serious and important to the lives of local people.

We approach our work with tenacity and integrity.

We take a long-term view and are aware of the impact our actions have on peoples' lives.

We will always strive to achieve positive benefits for all.

4.0 Principles of the Charter

4.1 Our customers can expect us to:

Always strive to deliver excellent services and aim to get things right first time.

Provide easily accessible services which meet customers' needs.

Show that we understand how people are different and treat individuals fairly, with dignity and courtesy.

Always be open, honest and truthful whilst protecting customers' privacy.

Create opportunities for customers and stakeholders to get involved in developing areas of our services which affect them.

Encourage all forms of feedback so that we will learn from customer experiences.

Keep our appointments with customers, but whenever unable to do so, to inform customers of any changes in a timely and responsible way.

Share ideas about improving services through transparent and meaningful consultation.

4.2 We promise to uphold our commitment to delivering excellent standards for customer care by:

Making our customers feel valued whenever they contact us.

Helping people to voice opinion if they feel excluded from opportunities or services that WHiST provides, by advertising, consultation exercises, involvement opportunities, employment and other opportunities to feedback through a range of options including digital media.

Regularly monitoring and reviewing what we do to make sure we don't act in a discriminating way.

Providing employees, partners and volunteers with high quality training to ensure that customer focus and diversity awareness are present in all the work that they do.

Setting out clear policies and procedures designed to implement standards.

Continuously develop relationships so that customers and other stakeholders are involved in decisions that affect them.

Positively promoting the complaints service to customers so that they can tell us when a service has not reached their own expectations.

4.3 We promise to communicate with customers in the best way we can by:

Providing a professional service, utilising client information and known communication preferences to best help customers.

Providing easily accessible customer areas which are welcoming and comfortable.

Making use of the internet and social media (e.g. Facebook and Twitter).

Making private interview rooms available to customers when appropriate to do so to ensure confidentiality is maintained.

Producing documents that have been written in plain English that customers understand.

Producing information for customers that is accessible for example the use of, larger print documentation, email and other forms of digital media.

Providing interpreter, sign and translation services for customers whenever there is a need to do so.

4.4 We aim to maintain high standards for communication and customer care by:

Returning telephone calls to customers on the same day that we have promised to do so.

Aiming to act upon messages left by voicemail, email, social media, and text or with employees before the end of their next working day; some staff work part time and this will affect the working day.

When staff are unavailable for longer periods they will leave recorded messages to explain and sign post customers to other colleagues who can help.

Where a satisfactory response is likely to take more than 5 working days to prepare we shall contact the customer to explain. We shall agree with them how we will keep in touch with them, until we can provide a full response.

We will ensure that personal information held about people is used and protected in line with the guidelines relating to the Data Protection Act 1998.

4.5 Our Employees and those acting on our behalf will:

Give our name to customers whenever greeting them in person or on the telephone.

Wear a company name badge whilst at work

Make sure customers know what to expect from our involvement with them.

Tell customers when a request goes beyond the services provided by WHiST and, if appropriate, refer them to someone who can help.

4.6 We ask our Customers to:

Not use offensive, discourteous or threatening language or behaviour whenever dealing with our staff or partners.

Have consideration for other people that use our services when sharing our reception areas and resources with others.

Not to access services when under the influence of alcohol or illicit drugs.

5.0 Performance Monitoring and Responsibilities

It is the responsibility of the Chief Executive and the management committee to ensure that:

All staff are made aware of the Group's policies relating to delivering services to customers.

All staff receive suitable training to deliver services in line with those policies and their particular area of responsibility.

Services are monitored, and where necessary, records relating to performance are collected in accordance with WHiST's policies and procedures.

Customers are adequately informed of changes to policies and that suitable support is offered to help them understand these.

Appropriate action is taken against employees whose actions are inconsistent with this Charter to the clear detriment of customers and stakeholders.

This Charter is due to be reviewed annually unless there are any substantial changes to legislation or regulation, or deficiencies are found which necessitate an earlier review.

July 2016

Review date July 17