

Customer Care



Customer Care



- We will aim to:
- be worthy ambassadors
 - be courteous
 - be friendly
 - be helpful
- get it right first time
- ensure vehicles and livery are clean and well presented
- use all complaints as learning opportunities

We will not:

- do anything that damages our reputation or bring us into disrepute
- be abusive or offensive or disregard customer's property



- ✓ We live by the ethos that customers are not wrong, they just have different needs
- ✓ Whenever we deal with a customer, we need to ensure they have a positive experience

Customer Care



- You are an ambassador
- Always provide excellent customer care
- Treat all members of the public with courtesy and respect
- Strive for continuous improvement

We are proud to be ambassadors



Customer Care



We can always improve the level of customer care we provide

If we become complacent then we have a problem

Own up to any mistakes and be first to identify an opportunity for improvement

We all form part of the wider customer care team and have a responsibility to provide an excellent customer service

We will respect the interests of customers and, where things go wrong, we will rectify the matter as quickly and effectively as possible

Be enthusiastic about providing excellent customer care

If you always do what you always did you'll always get what you always got



**CONTRACTUAL
INSIGHT**

Customer Care



Handling
customer
complaints

Continuous
improvement

- Robust business process to be developed for handling customer complaints
- Process to include an escalation procedure as appropriate
- We will identify the process owner; responsible for ensuring process is fit for purpose and is followed at all times
- Governance that the process is being followed

Always treat customers with courtesy and respect

- Management Information captured to continuously improve the level of customer care we provide
- Understand the root cause of any complaint:
 - improve the process (procedure, system)
 - training need
 - performance management



A Key Performance Indicator relates to the time taken to close a complaint

We will aspire to having no complaints

Customer Care



Details of any customer complaint we receive together with any corrective action will be communicated to all our staff for the purposes of awareness and continuous improvement

Negative	Positive
Blaming others	Taking ownership
Vague responsibilities	Accepting responsibility
Considering a complaint in isolation	Considering a complaint as an opportunity for improvement
Ignoring the process	Being process driven





- All communication involves listening
- Active listening is often overlooked or done poorly
- Active listening is far more than hearing what is being said, it is hearing what is not being said
- We aim to listen and engage with customers with empathy
- Listening does not come naturally to most people, so we need to work hard at it; to stop ourselves 'jumping in' and giving our opinions.

Listening is the highest form of curiosity





- Deal with a complaint in person rather than by email or text
- Be an engaged listener
 - less about talking
 - more about listening
- Attention to nonverbal signals
 - appearance
 - body language
- Keep stress levels in check





- Safeguarding and enhancing our reputation
- Establishing excellent customer care procedures
 - Overachieving our targets

Provide excellent customer care,
not because you have been told to but because you are passionate about wanting to



- "Thank you"
- "You listened to what I said"
- "I trust you"
- "you didn't make me feel awkward when I raised my complaint"
- "I'm happy with the way you dealt with my complaint"
- "You kept me informed"
- "You owned my problem"
- "It was easy to make contact with you"
- "You were easy and quick to deal with"
- "you know what you are doing"
- "You speak my language"
- "You didn't let me down"
- "You treated me with curtesy and respect"