

# **SAMPLE CUSTOMER SERVICE POLICY AND VALUES STATEMENT**

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The Gymnastics Center strives for excellence and professionalism in providing customer service, both inside and outside the organization, within the limits of available, well-managed resources.

To accomplish this mission, we agree upon these values:

- ☐ Anticipating the needs of our customers and planning accordingly
- ☐ Greeting our customers promptly, cheerfully and respectfully
- ☐ Listening carefully and giving full consideration to the requests and concerns of our customers
- ☐ Communicating honestly, courteously and knowledgeably
- ☐ Providing follow-through for our customers promptly, responsibly and efficiently
- ☐ Serving with pride, commitment, and with high ethical standards
- ☐ Respecting the individual and encouraging participation

## **Policy Statement**

It is the Gymnastics Center's policy and responsibility to provide excellent service to the public. Customer feedback helps us measure whether our services are meeting public needs and expectations. It also helps us identify problems that need to be solved. High quality customer service depends on customer feedback. While praise is always welcome, constructive criticism is truly helpful in the long run.

The purpose of this policy is to establish uniform standards and procedures for responding to customer feedback, thus making sure those responses are timely and that issues do not "fall through the cracks." The policy strives to treat every interaction with the public as an opportunity to produce a satisfied customer, or at least one who feels that he or she was listened to and taken seriously, even if it was not possible to meet his or her request.

Customer feedback comes to the Gymnastics Center in many ways. This policy outlines a procedure for responding to complaints, requests for service and questions that come to the Gymnastics Center Office through a customer visit, call, letter or email. Departments are expected to use similar standards and procedures for the complaints, requests and questions that come directly to the department and not through the Gymnastics Center Office.

The policy is not intended to cover:

- Complaints about the performance of specific employees, which are handled by the department manager in conjunction with the gym owner.
- Claims for damages, which are to be filed with the Gymnastics Center Insurance carrier.

## **Response Standards**

When possible, complaints, questions and requests for service should be resolved in "real time" on the same day they arrive. However, in many instances, referral and follow-up are necessary in order to fully understand and resolve the issue. In such instances, the following standards for acknowledgement and resolution should be followed.

### ***Acknowledgement***

- All complaints, questions and requests for service should be acknowledged within one business day.
- This acknowledgement should note the person to whom the issue has been referred and when the customer can expect a response.
- If the customer feedback is delivered by phone or in person, this acknowledgement should be given verbally during the call or visit.
- If the customer feedback is delivered by e-mail, the acknowledgement should be given by e-mail.
- If the customer feedback is delivered by postal mail the acknowledgement should be sent via telephone, postal mail or e-mail, whichever is appropriate.
- For written acknowledgements, templates with standard language should be used to minimize staff processing time.

### ***Resolution***

- A substantive response should be provided within seven business days.
- This response should include the Gymnastics Center's analysis of the issue and the proposed resolution. Clear reasons should be given if it is not possible for the Gymnastics Center to accommodate the customer's request.
- If a resolution is not possible within seven business days, the customer should be notified and given the date by which they can expect a response.
- The resolution can be communicated to the customer verbally, by e-mail or by postal mail, depending on the communication method most appropriate to the situation.

### **Response Procedure**

#### ***Calls / Visits to the Gymnastics Center Office***

- When a customer calls or visits the Gymnastics Center Office with a complaint, question, or request for service, the issue should be resolved immediately, if possible, by the Gymnastics Center Office or by referral to the appropriate department.
- If immediate resolution is not possible, the Gymnastics Center Office will take down the necessary information and let the customer know when and from whom he or she can expect a response.
- The department receiving the referral is responsible for resolving the issue per the above standards.

#### ***E-mails or Postal Letters to the Gymnastics Center Office***

- When customers send e-mail (or postal mail) to the Gymnastics Center Office with complaints, questions, and requests for service, the Gymnastics Center Office will send an acknowledgment e-mail (or postcard) within one business day.
- Of course, if the Gymnastics Center Office is able to answer the question or resolve the issue right away without referral, it will do so and let the customer know. In such instances, a separate acknowledgement email (or postcard) is not necessary.
- Also within the first business day, the Gymnastics Center Office will forward the item to the appropriate department for response, noting the expected resolution date.
- The department receiving the referral is responsible for resolving the issue per the above standards.

### **Additional Comments**

Since customers do not always know to whom to direct their concerns, any staff member at a public counter or answering the phone is called upon to be a customer service agent. When transferring a caller, staff should always take the caller's number so that they can call back if need be.