

CUSTOMER SERVICE POLICY

White Horse Training is committed to providing high-quality specialist training services to all our customers. We aim to be courteous, timely, and efficient, actively seeking to improve and streamline our services in order to exceed customer expectations. We regard all Members, Learners, Employers, policy-making bodies, partner organisations and individuals with whom we have contact as our customers.

CUSTOMER SERVICE STANDARDS

Communication

All correspondence (enquiries made by phone, email, post and fax) should be responded to in a clear and concise manner, as soon as possible.

Courtesy and efficiency

Staff should exhibit customer friendly service skills; be knowledgeable, professional and courteous in dealing with enquiries and meeting the needs of our customers.

Customer relationship management

Documentation is usually kept electronically and is accessible to all staff via the shared drive or individual computers. Staff wanting to contact customers with whom they would not usually deal should check the current relationship with that client with the Managing Director.

White Horse Staff visiting customers, attending events and CPD courses or when dealing with customers at the office need to remember the importance of talking to customers in a friendly way and dealing with any questions they raise.

Handling complaints

Complaints should be responded to immediately and passed to the Managing Director.

Monitoring our performance

Feedback and evaluation is gathered from customers in order to evaluate our performance and try to understand customer needs. Staff should be aware that information can come in many ways, formal and informal, and it is important that information is disseminated round the office. This can be done verbally or by email, or by discussion. It will, where appropriate, be incorporated in self-assessment and business planning.

Support

Staff should actively offer support to Learners during their training through regular reviews, within the classroom, and one-to-one at other times.