

# Customer Services Charter

## Contents

<b>Our Aims .....</b>	<b>2</b>
<b>Our Customer Service Commitment.....</b>	<b>3</b>
<b>Customer Services Performance 2006-2008 .....</b>	<b>4</b>
<b>Complaints, comments and compliments .....</b>	<b>6</b>
<b>Our Complaints Procedure .....</b>	<b>6</b>
<b>Complaints Summary .....</b>	<b>7</b>
<b>Compliments Summary .....</b>	<b>8</b>

## Customer Services Charter

We are committed to providing high quality services to our customers and strive to continually improve our service provision.

### Our Aims

- We want you & your customers to experience an excellent standard of service every time you contact us, through knowledgeable and helpful staff utilising efficient, cost-effective systems and processes.
- We aim to provide high quality services and information for all our customers
- We will ensure that if a complaint does arise it is dealt with promptly, openly and fairly. We carry out regular reviews of complaints about our service and take action to improve it, if required.
- We will always consider any new ways to improve our service and welcome any comments you want to make to help us achieve this aim.
- We will strive to ensure all our customers are satisfied, and will measure satisfaction levels on a regular basis and publish those results.

## **Customer Services Performance**

### **Our Customer Service Commitment**

We are committed to providing the following customer performance at our customer contact centre:

- Aim for an Average time to answer of 10 seconds
- Aim to Answer at least 92.50% of all calls presented to the centre
- Aim to Answer at least 90.00% of our telephone calls in 20 seconds
- Achieve a fair outcome for customers if things go wrong and aim to achieve less than 1.00% of complaints received against overall activity

We will measure these statistics across our business as a whole on a month-by-month basis, please see Table 1 for the most up-to-date statistics.

## Customer Services Performance 2006-2008

Target	2006 Target	2006 Performance											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average answer time in seconds	11	11	7	8	8	9	8	8	9	8	8	9	10
% of calls Answered	>87.50	91.99	94.28	93.05	93.16	92.29	93.51	93.76	93.57	92.86	92.51	92.94	93.11
% Calls Answered within 20 seconds	>85.00	85.86	90.39	89.37	88.25	85.91	88.74	88.19	86.95	86.92	85.98	85.94	86.40
Complaints as a % of Activity	<1.50	0.10	0.10	0.10	0.07	0.12	0.08	0.13	0.12	0.13	0.12	0.14	0.06
Average time to resolve a complaint (days)	7 days	0.53	0.85	0.79	0.66	0.72	0.71	0.82	0.75	0.59	0.70	0.45	0.62
Number of upheld complaints logged	n/a	57	52	64	46	67	44	70	60	63	55	65	34

Target	2007 Target	2007 Performance											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average answer time in seconds	10	9	5	5	8	7	8	7	8	6	6	7	7
% of calls Answered	>90.0	94.34	96.46	95.96	94.73	94.27	94.26	94.65	93.72	96.11	95.88	95.22	94.88
% Calls Answered within 20 seconds	>87.50	89.76	93.87	93.93	92.49	90.01	90.27	92.11	89.80	94.26	92.96	90.62	90.18
Complaints as a % of Activity	<1.00	0.11	0.11	0.09	0.08	0.06	0.09	0.08	0.06	0.13	0.12	0.08	0.06
Average time to resolve a complaint (days)	5 days	0.74	0.59	0.41	0.76	0.24	0.25	0.26	0.52	0.15	0.10	0.15	0.15
Number of upheld complaints logged	n/a	49	46	38	40	30	45	41	36	77	67	56	51

Target	2008 Target	2008 Performance YTD											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average answer time in seconds	10	4	4	5	4	5	4	3	3				
% of calls Answered	>92.50	96.54	96.85	96.10	96.54	96.62	96.84	97.65	97.92				
% Calls Answered within 20 seconds	>90.00	95.23	95.33	93.39	95.85	94.17	95.30	97.26	96.94				
Complaints as a % of Activity	<1.00	0.04	0.01	0.06	0.10	0.07	0.15	0.10	0.06				
Average time to resolve a complaint (days)	5 days	0.10	0.09	0.23	0.19	0.53	0.18	0.15	0.18				
Number of upheld complaints logged	n/a	35	31	36	49	34	56	39	23				

## Customer Care

### Complaints, comments and compliments

Whilst we aim to deliver excellent standards of service to all our customers, we also realise that at times you may be dissatisfied when something has not gone well.

We welcome the opportunity to be able to address this and investigate the matter for you.

If you want to make a complaint, comment (or make a compliment!) about our services, you can do so in the following ways:

	Aberdeen Clients	Blackpool Clients
Call	+44 (0) 1224 857000	+44 (0) 1253 501000
Email	customerservices@first-call-comms.co.uk	customerservices@first-call-comms.co.uk
Write to	First Call Business Communications	First Call Business Communications
	St. Magnus House	13 – 17 All Hallows Road
	21 Guild Street	Blackpool
	Aberdeen	FY2 0AS
	AB11 6NJ	

### Our Complaints Procedure

We will acknowledge your complaint and investigate. We aim to respond to complaints within 5 working days of receipt.

#### 1<sup>st</sup> Level

**Aberdeen:** Martin McPherson, by email, [customerservices@first-call-comms.co.uk](mailto:customerservices@first-call-comms.co.uk), or write or telephone at the above contact details

**Blackpool:** Kim Parker, by email, [kim.parker@first-call-comms.co.uk](mailto:kim.parker@first-call-comms.co.uk), or write or telephone at the above contact details

If you feel that our staff have not investigated your complaint properly, you can contact.

#### 2<sup>nd</sup> Level

Tony Paterson, Customer Care Manager, by email, [tony.paterson@first-call-comms.co.uk](mailto:tony.paterson@first-call-comms.co.uk), or write or telephone at the above contact details.

#### 3<sup>rd</sup> Level

If, after receiving a response from both the first & second level, you feel your concerns have still not been fully addressed you can ask for your complaint to be escalated to our Operations Director, Tracy Waddington [tracy.waddington@first-call-comms.co.uk](mailto:tracy.waddington@first-call-comms.co.uk), or write or telephone at the above contact details.

## Customer Satisfaction

Our staff are encouraged to deal with all types of feedback quickly and constructively. The Customer Care section above details how feedback can be provided.

We continue to raise awareness of the benefits of recording complaints, compliments and general feedback, as it is an important part of our continual improvement policy.

## Complaints Summary

Our performance standard for complaints is to achieve less than 1.00% of complaints received against overall transactions processed. The current performance levels can be seen in the statistics attached.

It is important that we learn from complaints as a company. In the past year our Customer Care Department identified three major learning points:

**1. We need to do more to reduce call answer time related complaints**

To address this we reviewed the current shift patterns and moved some shifts to cover the busier periods.

**2. We need to review training and awareness to reduce data entry errors**

To address this we have investigated our quality monitoring processes and provided further training to both our in-house trainers and our staff.

**3. We need to give more guidance to new customers on how to set-up their scripts more effectively**

To address this we have created an in-house Systems Team who are dedicated to assisting customers with their scripting issues.

## Compliments Summary

Compliments on our performance are always gratefully received and we ensure that they are communicated to individuals on a regular basis. To enhance this even further, the company introduced a Productivity & Quality Bonus Scheme, PlusPoints, in April 2006 where an individual or a team can be nominated when an outstanding service has been delivered.

A variety of compliments were logged during 2007 and we are continuing to see an increase in 2008. Typical compliments include:

"Dealing with First Call is a whole other world compared with the previous supplier, the experience so far has been fantastic"

"The level of professionalism and general approach has been excellent"

"This First Call team really do take ownership of the issues and have demonstrated a commitment to help us, something we have long yearned for"

Do you know a First Call Business Communications employee who delivers outstanding service? Someone who routinely performs above and beyond the call of duty? If you do then you could nominate them for a Plus Points Award.

Nominations should be in writing, detailing:

Your name and contact details

Nominee(s) name

Reason for nomination.

Please forward your nominations with any supporting evidence to:

	Aberdeen Clients	Blackpool Clients
Contact	Kirsty Moir	Kim Parker
Email	kirsty.moir@first-call-comms.co.uk	kim.parker@first-call-comms.co.uk
Write to	First Call Business Communications	First Call Business Communications
	St. Magnus House	13 – 17 All Hallows Road
	21 Guild Street	Blackpool
	Aberdeen	FY2 0AS
	AB11 6NJ	