



# Driving value

*Excellence in  
customer service*



Total commitment to informing, educating, consulting and responding to customer needs in a respectful and professional way.

## ***Acceptable***

- Be friendly, approachable and understanding.
- Comply with Customer Service Guarantees.
- Smile to customers and greet them.
- Use their name in the conversation.
- Avoid interrupting.
- Repeat to the customer what their needs are to ensure you have it right.
- Use respectful language and tone.
- Provide information to customer on how the issue will be solved.
- Keep customers updated on progress.
- Follow complaints management procedures.
- Acknowledge customer feelings in the process of solving issues.
- Challenge poor customer service immediately it is encountered.
- Be consistent.
- Act professionally (on time, dressed appropriately, respect, check spelling etc).
- Be flexible and open to different ways of delivering customer service.
- Go the extra mile to solve problems.

## ***Unacceptable***

- Non-compliance with customer service guarantees and charter.
- Non-compliance with *Codes of Conduct*.
- Being patronising or condescending.
- Rudeness.