

# ACTIVE NATION

## Chorley: Customer Charter



## MISSION STATEMENT

“To persuade the nation to be active!”

## CUSTOMER CHARTER

As a Charity committed to ensuring a consistently high standard of customer service, this report outlines the standard practices that all staff at Active Nation Chorley leisure facilities will deliver when communicating with its stakeholder groups.

## TELEPHONE ENQUIRIES

As a team, we will ensure that a member of staff is available to answer all enquiries during our office hours of 7.00am to 10.00pm. It will become our target to answer all telephone calls within the first 10 rings of an initial ring tone. Standard practice for answering phone calls will be to ensure a level of courteousness achieved through identifying ourselves, and the facility at which we operate. All calls will therefore be answered according to the example below:

“Hello All Seasons Leisure Centre, (Name) speaking, how can I help?”

The aim during the enquiry will be to assess the customer’s needs in order to provide helpful, clear and accurate information. If we cannot provide an immediate answer, enquiry details and contact information will be recorded, so that at a convenient time, as arranged with the caller, a response may be returned. It will be high on our priority list to provide a reply to all enquiries at the arranged ring back time

## WRITTEN COMMUNICATIONS

It is our aim to acknowledge all written communications within 7 days of receipt. In cases with a forecasted on going delay it is our responsibility to send an interim reply explaining the current position, and how we intend to deal with this matter. From this point onwards we will endeavour to maintain regular contact with the enquirer and arrange briefing schedules for updates regarding the matter in hand. All written communications will be recorded, indexed and filed so that any senior manager can conclude the communication in the event of annual leave and/or sickness; and to ensure an archive of communications. Where possible each enquirer will be given a fixed member of staff to deal with their concerns, in an attempt to build a professional rapport between those concerned.

## APPOINTMENTS

The Appropriate member of staff will be available to attend all pre arranged appointments punctually, during normal working office hours, and where unavoidable, we will try to be flexible outside such hours. We will always receive guests courteously, ensuring the concerns in hand are dealt with thoroughly and carefully. We will provide appropriate facilities for meetings and attempt to provide an environment which suits the needs of the appointment.

## EQUAL OPPORTUNITIES AND ACCESS

It is our mandatory commitment as an equal opportunities employer to treat all employees and customers with the same level of courtesy and commitment as that of any other persons. It is our priority to provide equal access to all members of the community regardless of socio-economic grouping or ability. Our staff are committed to ensuring equal access to all.



## THE PROVISION OF INFORMATION

We will ensure that all our generally available information is accessible in both electronic and printed formats to suit an individuals needs. We will endeavour to provide accurate information in a clear and simple format that is relevant to the enquiry. If further decisions need to be made concerning the provision of information, these will be made as quickly as possible, with full justification for our decision.

## COMPLAINTS

All customers and stakeholder groups have a right to complain if the standard of service they have received is not up to the level of that documented within the 'Customer Charter'. Stakeholders are also fully eligible to complain if they believe that an action or decision that affects them is not in accordance with the rules, practice or policy of both legal requirements or practices usually adhered to within the Leisure Centre. Comments and complaints can be made, verbally either in person or on the telephone; written, via letter, comments form or email.

Customers can expect an initial response within 2 working days if their preferred communication channel is by email or telephone. If the customer requests a reply by letter, a response will be received within 7 working days.

All customer communications will be recorded, indexed and filed so that any senior manager can conclude the communication in the event of annual leave and/or sickness; and to further ensure an archive of communications.

If it is not possible to resolve a complaint with a staff member, this will be resolved by the duty manager on site, who will then forward the complaint to the relevant department in which a response will be expected within the timeframe listed above. All complaints must be treated with a fair and independent frame of mind. It is then the obligation of the relevant member of staff to inform the customer/stakeholder of the outcome, and how this decision was reached.

## FEEDBACK

We regard feedback as the key to understanding the needs and expectations of our customers. To ensure that stakeholder's views and comments are communicated to those concerned we provide an open door policy to meeting and dealing with any relevant parties. Customer comments forms are available in the reception area, and a proactive attitude is taken to encouraging the completion of these. If customers do not wish to put their feedback in writing, Verbal Feedback forms can be used to record customers thoughts and opinions. This feedback will be used as an opportunity to improve our service. Any letters or correspondence sent in reply to this feedback will be attached and filed in the Customer Comments log. An analysis of this will be compiled and tracked to identify trends.

Customer forums are encouraged to take place twice yearly to maintain strong relations with both centre users and non-users, allowing Active Nation Chorley to tailor its services to the needs of those who wish to use the facilities. These forums will address operational, and quality of service issues to gauge some feedback and suggestions for improvements. The issues raised and the action taken to address them will be displayed prominently in the reception area, further encouraging our proactive continual improvement programme. Additionally we encourage staff to use their day to day contact with customers as a means of gathering feedback on quality of service provided; these can then be relayed to an appropriate member of staff.

