

CUSTOMER SERVICE CHARTER

PURPOSE

What is the purpose of your company's customer service? This should help customers understand what they can expect of your company's customer service, and act as a guide to employees on the standards of customer service they are expected to deliver.

Example:

Our customer service charter sets out our commitment to provide you with quality products and services. It also provides our employees clear standards to strive for in service excellence and to achieve our Vision and Values.

SCOPE

What is the full scope of interactions you have with your customers? Expectations and standards should be outlined for all interactions with customers, whether they were in physical shops or via online channels.

Example:

- Online channels: social media, Email, Intercom
- Offline channels: Face-to-face, telephone, mail

STANDARD

What are the standards you will deliver to your customers in all your interactions? Consider your commitments to every customer, including the quality of the product or service you deliver.

Example:

If you contact us by phone, you can expect:

- Our staff to be experienced and knowledgeable.
- Availability of support services from 9am to 7pm nationally Monday to Friday.
- No phone calls to go unanswered.

IMPLEMENTATION

How do you plan to implement your customer service charter?

Example:

- Publish in the employee handbook
- Taught during orientation of new hires
- Technology adopted to provide better service
- Summarised in a paragraph on the website
- Revisited during team building activities every quarter