



# Customer Care Policy

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## Quality Statement

- **Commitment to Excellence:** Impamark is dedicated to providing a superior service to its customers. We achieve this through continuous training and adherence to standards, ensuring consistency across the company.
- **Customer-First Approach:** Our customers are our top priority in all aspects of our business operations. We prioritise their needs and work towards exceeding their expectations.
- **Unparalleled Customer Care:** We strive to set higher standards of customer care than our competitors. Our goal is to provide exceptional service and support to enhance our customer's experience.
- **Business Integrity:** We maintain high standards of integrity in all our dealings. Our business practices are grounded in honesty, reliability and legal compliance.

## Attitudes and behaviour

- **Safety, Legality and Reliability:** Our commitment to these principles ensures the well-being of our customers and the smooth operation of our business.
- **Reputation Enhancement:** We aim to improve our customers' reputations by delivering outstanding service and building strong relationships. We constantly seek opportunities to enhance their standing in the marketplace.
- **Adaptability and Flexibility:** We proactively anticipate changes in our customers' requirements and adjust our service accordingly. Our goal is to accommodate their evolving needs and provide tailored solutions.
- **Respect and Courtesy:** We treat all our customers with utmost respect and courtesy. We value their perspectives, listen actively and engage.
- **Open and Transparent Communication:** We believe in fostering honest and direct communication with our customers. We value integrity in our interactions and aim to address any concerns or issues promptly and directly.

## **Delivery standards**

- Detailed Requirement: Before each delivery, we engage in thorough discussions with our customers to understand their requirements. We then confirm these requirements in writing to ensure clarity and accuracy.
- Specified Deliverables: We provide clear specifications for each delivery, ensuring that our customers receive precisely what they expect.
- Proactive Communication: In the event of breakdowns or unforeseen circumstances, we promptly inform our customers and suggest alternative solutions to minimise inconvenience.
- Professional Presentation: Our staff and equipment always maintain a presentable appearance, reflecting our commitment to professionalism and attention to detail.

## **Communications**

- Responsive Phone Support: We aim to answer telephone calls within three rings, providing customers with direct access to our sales team prompt assistance.
- Written Confirmation: Before each delivery, we provide written confirmation of our customers' requirements to eliminate any misunderstandings or discrepancies.
- Quick Response to Unforeseen Requirements: Experienced sales staff are available by phone and e-mail to address any unforeseen requirements, ensuring efficient and effective solutions.
- Transparent Delivery Performance: We provide our customers with information on delivery performance whenever appropriate, enabling them to track and monitor their orders.
- Clear and Prompt Invoices: We produce clear and prompt invoices that clearly identify and explain any additional charges, ensuring transparency and facilitating smooth financial transactions.

## **Managing the Process**

- Tracking and Monitoring: We meticulously track and monitor enquiries, orders and deliveries to ensure that we deliver on our promises and maintain high service standards.
- Customer Care Skills: We prioritise the development of strong customer care skills to ensure our interactions are effective and satisfactory. We strive to exceed expectations by consistently delivering outstanding customer care experience.
- Ongoing Training: All staff receive appropriate customer care training inline with our customer care policy, enabling them to continuously deliver outstanding service.
- Regular Staff Meetings: Meetings are held between staff to maintain service levels, enhance communication and improve overall operational efficiency.

Nicola Crisp - Managing Director