



# Customer Care Policy

Date: 01/04/2017

## Quality Statement

- Impamark will provide a quality service to its customers. It will do this through a commitment to training where appropriate and an adherence to standards to ensure consistency across the Company.
- Our customers will always be put first in running the business
- We will aim to apply higher standards of customer care than any of our competitors
- High standards of business integrity will always be maintained

## Attitudes and behaviour

- We will work safely, legally and reliably at all times
- We will set out to improve our customers' reputations and continue to build on customer relations
- We will anticipate changes in our customers' requirements and alter our service to accommodate them
- Our customers will always be treated with respect and courtesy
- We will maintain excellent personal relationships with our customers at all levels
- We will show honesty and directness in our dealings and not be afraid to apologise when we have made a mistake

## Delivery standards

- We will discuss customers' requirements before each delivery and confirm them in writing
- We will provide the required specification for each delivery
- Customers will be advised immediately if we experience breakdowns or unforeseen circumstances. We will then revise our plans and suggest alternatives to minimise inconvenience
- Our staff and equipment will always be presentable
- We will have trained staff available to handle any major product none availability or delivery emergency

## **Communications**

- We will aim to answer the telephone within three rings and will give customers direct access to our sales team
- Written confirmation of customers' requirements will be provided before each delivery
- Experienced sales staff will be available by phone to deal with any unforeseen requirements
- Information on delivery performance will be available for our customers where appropriate
- Clear, prompt invoices will be produced, identifying and explaining any additional charges

## **Managing the Process**

- Enquires, orders and deliveries will be tracked and monitored to ensure our promises are delivered
- Customer care skills will be used in the criteria for interview selection
- All staff will receive appropriate customer care training in line with our customer care policy
- Regular meetings will be held between all staff to maintain service levels, communication and efficiency

Nicola Crisp – Managing Director