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BNEI AKIVA UK

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## Customer Service Policy

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Working with and for our Community

# Introduction

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## **Policy Aims & Objectives**

The Customer Service Policy aims to create an organisational culture which:

- focuses on the needs of customers from the design to the delivery of services
- seeks, listens and acts on the views of its customers
- values customer views and complaints as important sources of information for putting things right and as opportunities to improve.

The policy objectives are to:

- promote a positive customer service ethos across the movement
- ensure staff understand customer service values and demonstrate them in their behaviours and interaction with all customers
- develop appropriate and measurable standards across all customer access channels
- ensure that meaningful engagement and consultation with customers takes place
- ensure that the results of engagement, consultation and feedback are used to influence strategic and operational decisions.

# Customer Service Principles

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## Working for Bnei Akiva

When representing Bnei Akiva to the public, and in our interactions with colleagues:

- We will be professional, helpful and courteous at all times.
- We will be open, transparent and proactive in our information provision.
- We will act with fairness, integrity and impartiality, according equal respect to all.
- We will use a mix of contact channels for our customers to help them reach us in a way which best suits their needs.
- We will maintain our standards across all customer contact channels and at all stages of the customer journey.
- We will undertake regular, appropriate and effective consultation with our customers to identify their needs, to inform our decisions and improve our services and performance.
- We will monitor our performance, evaluate and act on the outcomes.
- We will seek to be efficient in our customer service, using technology appropriately to improve the flexibility and accessibility of customer contact and reducing avoidable contact for our customers.
- We will develop a high standard of customer service by investing in our staff training and development and engaging with them on customer service issues.

## Speaking to Customers

In handling Customer Requests, we are committed to the following principles:

- Take the time and use our initiative to understand and meet your needs
- Treat you with respect and courtesy
- Keep our wait times to a minimum
- Give you clear and accurate information
- Give consistent advice
- Provide service with a smile
- Listen to your feedback
- Respond to complaints promptly
- Provide you with feedback when your complaint is completed
- Work with you to continuously improve and provide the best advice and service

## Complaints Principles

Bnei Akiva, in line with its commitment to providing high standards of customer care, and to listening and acting on the views of its customers, values complaints as an important source of information for putting things right and as an opportunity to improve service delivery.

In doing so, Bnei Akiva is committed to the following principles for effective complaint handling:

- Our complaints procedure will be customer-focussed, clear, accessible and simple.
- Our complaints handling will be fair and impartial.
- Our complaints handling will be timely, sensitive, effective and consistent.
- We will be accountable, acknowledge and apologise for our mistakes and put things right whenever possible.
- We will strive to use complaints as an opportunity to deliver continuous improvement in the design and delivery of our services.

# Customer Service Practices

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## **Bnei Akiva Facilities: The BATIM**

The Bnei Akiva Batim in both London and Manchester are the primary customer facing sites of the movement. The image of these sites reflects the image of Bnei Akiva, therefore:

- The entrance halls should be kept neat, tidy and free from clutter
- Display boards should be kept up to date
- Directions to staff/offices should be clear and visible

When a parent/business partner visits the Bayit

1. Attend to the parent promptly on arrival. Staff should make every effort to greet visitors at the front door, rather than direct them upstairs over the intercom.
2. Greet the parent with a smile.
3. Staff member introduces self by name if not known to parent.
4. If unable to attend to the parent/visitor immediately, politely indicate that you will only be a short time.
5. Apologise for any delay.
6. Use the individual's name.
7. Show genuine interest in the visitor.
8. If you cannot assist the visitor, find someone else who can help.

## **Telephone Calls**

The telephone remains an important tool for customers contacting Bnei Akiva. Maintaining a high standard of customer telephone contact across the movement is therefore essential to perceptions of Bnei Akiva as a customer-focussed movement.

- All staff will aim to answer promptly, and not let it ring out
- All staff will answer the phone to an external caller by saying hello/ shalom/ good morning/ good afternoon/ good evening, followed by 'Bnei Akiva', followed by '(name) speaking' and a phrase, such as 'can I help you?' or 'how can I help you?'
- All staff will endeavour to deal with customer queries and requests directly and will only transfer a call to another member of staff if the caller specifically requests to speak to a named officer or if they do not have the information required.
- Where a caller wishes to speak to a member of staff who is unavailable, the staff member dealing with the call must always offer to help, take a message or sign post the best method of communication for this employee.
- Always take the callers details and offer to call back, as opposed to asking them to try again.
- Where an issue or query raised by telephone cannot be dealt with immediately, the responsible staff member will provide a reply as soon as possible, adhering to the response times for written communication, but recognising that telephone contact is expected to be, and should be, considerably more rapid.
- Where a caller contacts Bnei Akiva about a service, facility or responsibility of another organisation, all staff will provide a 'signposting' service, providing points of contact for the other organisation whenever possible.
- Where voice mail is used for 'out of office' cover, the member of staff must record an appropriate greeting and must respond to messages in a timely manner or ensure messages are passed to another appropriate member of staff for prompt call back.

## Written Communication

When sending any letter or email you are actively representing Bnei Akiva and therefore all care must be taken to ensure that content, language and grammar are correct and the tone of the correspondence is suitable.

While often considered more informal, particularly when used internally, email communication should adhere to the same standards as traditional letters.

- Bnei Akiva officially uses Candara font in written communication
- All letters issued by Bnei Akiva or Bachad will be issued on the official Bnei Akiva letterhead.
- Where hard copy information which does not require an accompanying letter is being issued by post a Bnei Akiva compliment slip should be used.
- In all written communication staff should ensure there is a clear and accessible contact number/email for recipients to get in touch directly on.
- Standard phrases to close letters will be used as appropriate, that is 'yours sincerely' or 'yours faithfully' etc. When contacting members of the tnuva, you may also use 'Bevirkat Chaverim L'Torah V'Avodah'
- All staff with a '@bauk.org' email address should use a standardised signature template.
- Out of office automatic email response must be enabled where a member of staff will be absent for more than 1 working day. The out of office message must provide an alternative point of contact for enquiries.
- All correspondence by letter received by Bnei Akiva will be acknowledged within 3 working days, unless a full response is to be issued in the interim period. Acknowledgements should be issued by email whenever possible.
- All external correspondence received by email will be acknowledged within 1 working day
- Where a response cannot be issued within the timeframe, the staff member will contact the customer to provide an explanation and a new target response time.

## Social Media

Bnei Akiva is contactable primarily on Facebook, but also other social media channels. As social media is considered an instant form of messaging, these channels should be monitored regularly.

- The Mazkirut are responsible for checking and replying to social media messages.
- All messages should be acknowledged within the same working day, and replied to within 4 working hours.
- These can be responded to in a more informal manner, but should still maintain a professional feel, for example, use of slang should be avoided.
- The Mazkirut member replying should insert their name or initials at the end of any response to ensure transparency and open lines of communication
- All responses will provide as much information as possible, and further contact details or links. This can be done with a closing sentence such as 'please feel free to get in touch on 0208 209 1319 if you need any more help, or email xxxx@bauk.org'
- Where Bnei Akiva is contacted about a service, facility or responsibility of another organisation, all staff will provide a 'signposting' service, providing points of contact for the other organisation whenever possible.
- If the enquiry is to be dealt with at a later date, take the persons details and offer to call them, as opposed to asking them to get in touch later on.

## **Standards for our Customers**

We are committed to providing a high quality service that meets the needs of our customers. In return, we expect certain standards from our customers:

- We expect our customers to treat all of our staff with the respect that they themselves would wish to receive.
- We do not expect our customers to threaten, physically or verbally abuse any of our staff.
- In the event that we make a mistake, we will always try to make amends. Abuse of staff in these or any other circumstances does not help any situation. During a telephone call, should such abuse reach an unacceptable level, staff will politely end the conversation. In person-to-person circumstances staff will remove themselves from the situation and call for assistance if required. All incidents of abusive behaviour will be recorded.
- We expect all our customers to co-operate with any reasonable instructions or requests from our staff.
- Our customers will not wilfully harm things owned by Bnei Akiva or staff.

# Complaints Standards & Procedures

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## Definition of a complaint

Bnei Akiva considers a complaint to be:

*'Any oral or written expression of dissatisfaction by any person, however made, about the service, actions or inactions of Bnei Akiva, or its staff, which requires a response.'*

This definition excludes any complaints which have distinct or separate mechanisms to handle complaints (e.g. internal grievance and disciplinary policies).

## How to complain

Complaints can be made in person, by telephone, by email, by post and online.

In person: at any Bnei Akiva event of Bayit.

By telephone: 0208 209 1319 ext #

By email: [operations@bauk.org](mailto:operations@bauk.org)

In writing: Bnei Akiva, 2 Hallswelle Road, London, NW11 0DJ

On-line: [www.bauk.org/contact-us](http://www.bauk.org/contact-us)

## Informal stage

Where possible, Bnei Akiva will aim to resolve complaints informally at the point of service through direct and immediate engagement with the complainant.

When a Customer has an Enquiry or Complaint about service.

1. Identify Wants and Needs
2. Listen without interrupting.
3. Ask appropriate questions.
4. Check interpretation of customer's purpose.
5. Demonstrate willingness to help the parent/family member with their enquiry.
6. Clarify anything that is unclear

Explore Options

1. Provide accurate information to parent. Ensure information actually responds to the parent's inquiry or request. Refer parent/visitor to a senior person where appropriate.

Confirmation

1. State the action to be taken.
2. Offer alternatives if original action is unacceptable to parent/visitor.
3. Draw out any additional concerns.

Closure

1. Thank the parent/visitor (if appropriate).
2. Offer future services of assistance.
3. Farewell the parent/visitor.

Follow Up

1. Complete the tasks required by parent within agreed time frame.
2. Advise parent promptly of any changes, delays or problems.

## **Formal stage**

**Stage 1:** A complaint is considered by the relevant member of staff, and response issued with coordination from the Mazkir and/or COO

**Stage 2:** If the complainant feels the complaint has not been resolved adequately and is unhappy with the outcome of Stage 1, the complainant may ask for the complaint to be referred to the relevant Director (Mazkir, COO, Finance Director) for review and response.

**Stage 3:** If the complainant remains dissatisfied with the outcome of Stage 2, the complaint may ask for the complaint to be referred to the Chair of Bachad who will review the investigation and issue a final response.

Where a complaint relates to a Director who would normally be responding, the issue will be passed to another appropriate member of staff.

## **Response standards**

- Complaints made in writing (by post, email or on-line) will be acknowledged in writing within 3 working days and contain the name and contact details of the member of staff dealing with the complaint.
- Acknowledgements should be issued by email whenever possible.
- Where a complaint is received in person or by telephone, the complainant's relevant contact details must be recorded to allow acknowledgements and responses to be issued as appropriate.
- All complaints will be responded to within 5 working days. If a complaint cannot be responded to within 5 working days, Bnei Akiva will contact the complainant to provide an explanation and a new target response time.

## **Anonymous complaints**

Bnei Akiva will not normally investigate anonymous complaints. However, Bnei Akiva recognises that its complaints procedure must be sufficiently flexible to allow anonymous complaints to be investigated in exceptional circumstances where the complaint identifies systemic issues of concern.

## **Special or unusual cases**

Bnei Akiva's complaints procedure will also be sufficiently flexible to allow special or unusual cases to be dealt with. For example, where a complaint highlights financial impropriety or any criminal activity, Bnei Akiva will obtain legal advice or pass the complaint to a designated fraud officer to ensure that any evidence pertaining to a potential criminal investigation is not tampered with or lost.

## **Recording and monitoring**

Accurate recording of complaints is essential to ensure they are handled effectively, and to ensure information on the nature, number and outcome of complaints can be collated, analysed and used to inform decision-making, service design and delivery.