



Customer Service Policy

Approved by Academic Board:

26th February 2008

Date Reviewed:

Negotiated in consultation with UCU and Unison

Customer Service

Coleg Llandrillo Cymru is committed to providing excellent customer service in every aspect of the College's services.

College staff are committed to providing both internal and external customers with a responsive and efficient service delivered in a friendly and courteous manner. We strive to meet and exceed customer expectations in all aspects of our services.

Customer service is the responsibility of all staff; however, the College employs a Customer Service Co-ordinator who monitors standards of service, provides support and guidance and works with all departments to develop and improve customer service processes.

In order to continuously improve our service to customers we:

- ensure that all College staff are aware of the importance of providing excellent customer service to maximise the customer experience
- provide staff training on an on-going basis to ensure that College staff have the necessary skills to continue to provide a high quality service which is current, friendly and sensitive to individual needs
- ensure that staff have a thorough knowledge of our range of products, services and procedures, as appropriate to their role
- ensure that recruitment processes include good customer service skills as a requirement
- seek to understand and appreciate the expectations of all our customers
- systematically explore the needs of customers through surveys, focus groups, learner panels and customer comments
- involve our customers in evaluating and developing the quality of our provision eg learner and employer consultations, learners on College committees
- make use of mystery customers to monitor the standards of service
- systematically review and up-date our products and services to ensure that they reflect current customer needs and requirements
- widely publicise our College Charter and Complaints Procedures to ensure customers know what services they should expect and what to do if things go wrong
- systematically review and update the College Charter and the Complaints Procedures
- take customer complaints seriously, initiate appropriate corrective action and analyse complaints on an annual basis.