

## customer care is at the heart of our business here at the sowerby group

For the past 30 years, we have been providing an unstinting service to our clients. Whenever they have contact with our organisation they receive consistently high standards. Client Care and Customer Service are an integral part of the planning, resourcing and delivery of our services and we strive to continually improve the way we operate for the benefit of all stakeholders.

### As an organisation we will be:

- Helpful and courteous in delivering high quality creative services
- Professional and positive in our approach, taking pride in what we do
- Well informed about our clients' businesses and cultures
- Effective in listening to clients if they need to express dissatisfaction of any kind
- To us as an organisation, customer care means:
  - Providing a good quality service in a friendly, efficient and helpful way
  - Treating other people how you would like to be treated
  - Treating each person as an individual
  - Treating people with dignity, respect and courtesy
  - Offering choices and displaying good commercial sense for the benefit of the client
- Providing a safe environment for our team, clients and other stakeholders
- Giving consideration to legislation, good practice and national standards.

## so how do we maintain our customer care policy?

### This is delivered by:

- Focusing on service priorities
- Reshaping our organisation on a regular basis, and as business needs dictate
- Developing skills and performance
- Improving internal and external communication
- Keeping records of transactions and providing analysis when required
- Providing ongoing training where necessary
- Ensuring we always have cover over lunchtimes
- Not operating voicemail as we believe callers prefer to speak to a 'real' person
- Answering our telephone calls within 4 rings
- Ensuring that every team member is briefed on all client activities.