Alexdd
Training

Customer Care Policy Statement & Standards

INTRODUCTION

1. Alex D&D Training Ltd is committed to ensuring that customer service excellence is integral to the planning, resourcing and delivery of all its qualifications. These standards will ensure that all sections of our diverse multi-cultural community, including those with special needs, are not excluded from any area of service delivery. The purpose of this policy is to ensure that whenever customers have contact with The Alex D&D Training ltd, they will receive consistently excellent standards of customer service.

POLICY STATEMENT

2. This statement provides the rationale and specific elements of policy on Customer Care and related issues.

Alex D&D Training ltd Statement

3. Alex D&D Training Ltd recognises that excellent Customer Service must be an integral ingredient in the delivery of high-quality services. There is the straightforward moral reason that high standards of customer service are worthy goals for any organisation but in addition there are the following benefits:

Economic - Dealing with dissatisfied customers is expensive.

Conditions of work - Staff job satisfaction is considerably enhanced when Customer Service Standards are high.

Business stability Keeping customers is generally easier than getting new ones

4. The Alex D&D Training ltd is committed to continually raising standards of Customer Service. The quality of Customer Care and response to issues raised by customers are the key elements of delivering **Best Value** in a service industry.

ALEX D&D TRAINING LTD WILL ENSURE THAT:

- Alex D&D Training ltd Customer Care Policy Strategy is implemented providing a cost effective, high quality, user-friendly, efficient service.

- Customers have the opportunity to engage in the development process through the web site discussion forums and contact with The Alex D&D Training ltd personnel, especially their Account Manager.
- Customers understand the complaints procedure and can use it freely as desired.
- It provides measures of customer satisfaction levels through sampling and other means
- Customers are not bothered unduly by collection of information and data from them

In particular:

- We aim to make the web site available for use 24 hours a day seven days a week 52 weeks per year.
- The main point of contact for a Centre is the named Account Manager. The preferred method in the first instance is E-mail. Contact 03301136691 and ask for your Account Manager by name.
- E-mail addresses take the form first name dot surname at theingots.org
- We aim to respond to 100% of all customer enquiries within 24 hours and 60% within 1 hour of receiving them by E-mail.
- We aim to respond to 100% of enquiries by standard mail or fax within 10 working days.
- All issues raised by the customer will be acknowledged and responded to within the correspondence.
- We aim to always have an employee of The Alex D&D Training ltd answer the telephone providing immediate direct contact.
- Alex D&D Training ltd telephones will not be left unattended during core hours 9am-5pm
- The Alex D&D Training ltd answer phones/voice mails will only be used to ensure that telephone calls do not go unanswered
- Recorded messages from The Alex D&D Training ltd answer phones will be audible, accurate, appropriate and provide an alternative contact number or details
- Answer phone/voicemail will give the caller an option to leave a message whenever practicable
- We aim to reply to requests about reasonable adjustments within the time scales stated and to give a decision within 24 hours unless additional information is required.
- We aim to fit visits to Centres to the needs of the Centre rather than the needs of the Account Manager
- We aim to reduce bureaucracy associated with administration to an absolute minimum and invite Centres and assessors to make suggestions to improve our procedures.
- We provide training and a practical guide for staff in how to deal with customers.
- All Alex D&D Training ltd staff are expected to be able to deal directly with customers to the required standards.
- They will be customer focused, courteous, competent, and committed to resolving enquiries as quickly as possible providing any further information that might be useful even if not directly related to the initial enquiry.
- All Alex D&D Training ltd staff must be aware of the complaints procedure and understand in broad terms its operations
- All Alex D&D Training ltd staff will aim to resolve all concerns raised by the customer immediately and informally before the matter becomes the subject of a formal complaint
- ALL Alex D&D Training ltd staff will inform the customer that if the informal resolution is not to their satisfaction, the customer may make a formal complaint and explain how to do this and what to expect.

- Customers will have an acknowledgement to their complaint within 5 days and a full written reply within 15 days
- ALL Alex D&D Training ltd staff will aim to resolve complaints at Stage 1 of the Complaints Procedure
- The CEO must analyse complaints about the service and demonstrate that when complaints identify service failures, remedial action is taken so that such problems do not recur.
- Our policy is to support UK customers in English.
- The remedies for substantiated complaints in relation to the service provided will be as follows:

  Monitoring and evaluation of performance

  1. Apology
  2. Provide Service
  3. Review working procedure
  4. Review policy
  5. Staff training or guidance
  6. Staff disciplinary action
  7. Financial redress
- We encourage all customers to use the forums and provide suggestions to improve the service
- We will always respond positively to E-mail and other communications with suggestions about service improvements
- Alex D&D Training ltd will inform customers when actions have been taken on suggestions via the web site forum
- Alex D&D Training ltd provides a continual customer satisfaction survey on the log in page of the certification site.
- Alex D&D Training ltd will have systems in place to log, acknowledge, process and respond to complaints
- Alex D&D Training ltd will keep records on each complaint indicating as a minimum

  Alex D&D Training ltd will ensure that all records, papers, correspondence, notes of telephone conversations and face to face meetings regarding individual complaints, are readily available and easily accessible. Alex D&D Training ltd will perform an annual formal audit of the procedures and performance associated with customer care and produce a report with recommendations for improvements based on the evidence acquired.

  1. the nature of the complaint,
  2. the date received by Alex D&D Training ltd,
  3. the date responded to by The Alex D&D Training ltd,
  4. the outcome,
  5. the remedy and any action required to prevent recurrence

  Review by: 30/11/2026
  Lead Officer: Head of Quality Improvement
  Senior Manager Responsible: Head of Centre