Policy Title: Customer Services Policy

Version Control

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CUSTOMER SERVICES POLICY

1. Policy Statement

The purpose of this Customer Service Policy is to outline how we will provide high-quality, consistent and responsive service to all customers, members and stakeholders. Our goal is to ensure positive experiences, timely support and continuous improvement in how we deliver our services in line with our values below:

Bowls England Values

- Collaborative – We believe that together we can achieve more. We share perspectives, seek out common goals and perform tasks with a mind-set of respect, trust and co-operation. We appreciate the varied contributions of those around us and are prepared to challenge those who do not have the wider interest of the sport at heart.

- Adaptable – We will strive to be relevant in the ever-changing environment in which we live. We will be open-eyed and open-minded to the opportunities ahead of us, we will listen to others and we will display a can-do attitude. Whilst we remain steadfast in our purpose; we recognise the importance of being flexible in our approach.

- Responsible – As custodians of our sport, we are committed to leaving it in a better place than we found it. We will be focussed in our mission, we will be proactive, we will be accountable for the decisions we make and we will be conscientious in our duties. We learn from our bad days and celebrate our good ones, knowing we will start afresh tomorrow.

- Encouraging – We will harness the energies of those around us through our friendly, positive yet resilient demeanour. We will enable others to imagine what is possible, empower them to fulfil their potential and support them at times of need. Our words and actions will be motivational and embolden our sport in its future endeavours.

2. Our Commitment

We are committed to:

- Treating all customers with **respect**, **fairness** and **professionalism**
- Providing **clear, accurate and timely information**
- Responding to enquiries and resolving issues **promptly**
- Ensuring accessibility and inclusivity in all customer interactions
- Continuously improving our services based on customer feedback

3. Customer Service Standards

3.1 Response Times

We aim to respond within the following timeframes:

- **Email Enquiries:** Within 2 working days
- **Phone Calls/Voicemails:** Same day or next working day
- **Social Media Messages:** Within 2 working days (during business hours)
- **Complaints:** Acknowledgement within 1 working day of notification, full response within 10 working days

4. Communication Standards

All communication with customers must be:

- **Clear, polite and professional**
- Free of jargon or ambiguous language
- Focussed on resolving the customer's issue or enquiry
- Reflective of our organisation's values and tone

Team members will:

- Listen actively
- Confirm understanding
- Follow up where needed
- Document interactions appropriately

5. Handling Complaints

We welcome feedback and view complaints as an opportunity to improve.

5.1 Steps for Handling Complaints

1. **Acknowledge** the complaint promptly
2. **Gather information** and fully understand the concern
3. **Investigate** fairly and objectively
4. **Provide a clear response** with actions or decisions explained
5. **Record** the complaint in the appropriate system
6. **Follow up** if needed to ensure satisfaction

If a customer is not satisfied with the outcome, they may request escalation to a senior manager.

Further information can be found in our Complaints Handling Policy

6. Privacy and Confidentiality

- All personal information is handled in accordance with data protection laws and organisational policies
- Customer information will not be shared with third parties unless legally required or explicitly authorised by the customer

7. Staff Responsibilities

All staff, volunteers and representatives are responsible for:

- Providing high-quality customer service
- Following this policy and any related procedures
- Continuously developing their knowledge of the business, its services and processes to support effective customer service including participating in training when required
- Reporting recurring issues or risks

Managers are responsible for ensuring staff follow the policy and for supporting service improvements

8. Accessibility

We aim to make our services accessible to everyone by:

- Offering multiple ways to contact us
- Providing alternative formats on request
- Making reasonable adjustments to meet individual needs

9. Monitoring and Continuous Improvement

We regularly review:

- Customer feedback and satisfaction
- Response times and service quality
- Complaint patterns
- Staff training needs

Improvements are implemented where beneficial to customers and or service delivery

10. Policy Review

This policy will be reviewed annually or sooner if required by operational changes or legal updates