

The Advice Centre

Customer Care Policy

We at NEW College are committed to putting our customers first. We aim to meet our customers' needs with efficiency, effectiveness, fairness and courtesy by:

- Treating all customers fairly, with respect and sensitivity.
- Dealing with requests and enquiries promptly and efficiently.
- Providing customers with accurate and relevant information and advice and offering an explanation if customers' requests cannot be met.
- Recognising and respecting the particular and specific needs of all our customers.
- Welcoming customer feedback on our services and suggestions for improvement and development.

The Six Rules of Customer Care

- ⇒ Acknowledge the customer immediately
- ⇒ Put yourself in the customer's position
- ⇒ Accept responsibility even if it's not your fault
- ⇒ Find the need behind the request
- ⇒ Involve the customer in the solution
- ⇒ See it through until the customer is satisfied

Telephone callers should expect:

- calls to be answered promptly, politely and dealt with efficiently
- messages to be replied to quickly and effectively

Customer Service Standards for the Advice Centre

Standard 1: We will answer your requests for course information and e-mails within 3 days.

Standard 2: We will answer your telephone call within 5 rings and respond to messages within 3 working days

Standard 3: We will provide information about our services and an enquiry point to provide access to other departments.

Standard 4: We will consult regularly with our customers and report on findings

Standard 5: We have a complaints procedure and this is widely available to our customers

Standard 6: We have a suggestions scheme for customers to help us improve our service.

Standard 7: We take all reasonable steps to make services accessible to everyone.