

# DC DANCE & PERFORMING ARTS

## Customer Service Policy

### Statement of Intent

Our policy is to provide and maintain the best possible service to our dance studio, students, teachers and the general public. We take pride in providing a professional service whilst inspiring the highest level of trust.

Staff will be professional at all times and display:

- Courtesy in all circumstances
- Accuracy in what they do
- Accountability for the quality of the service they deliver
- Integrity in all their dealings
- Consideration for the needs of the customers
- Promptness in all of their actions, keeping people informed of all their actions

### Application

The customer service policy applies to all permanent, temporary, freelance and volunteers at DC Dance.

### Implementation

- The principal of DC Dance (Dawn Chapman) and the Director of Business (Nigel Foran) shall be responsible for ensuring this policy is adhered to.
- It is expected that all employees or workers at DC Dance shall adopt the communication behaviours outlined in this policy.
- The policy is not meant to be all inclusive and additional behaviours, which support the goal of providing good customer service, should be encouraged and supported by DC Dance.

Teachers/DC Dance will play it's part by:

- Giving student care a high priority
- Developing corporate values and practises on student care which are shared within DC Dance and communicate those to all involved.
- Updating information to all it's employees and workers to add to their knowledge and awareness of people and their care.
- Regularly monitoring it's student care strategy to ensure that all the needs of the students, parents, carers and the public are met.
- Provide a clear accessible process for any person to comment or complain about any aspect of DC Dance services.

### Values

The principles are care values that as an individual or DC Dance we all share are:

- The students, parents, carers and the public are DC Dance's most important people. They are the purpose of our work. All people coming into contact with DC Dance will be treated equally. Everyone will have fair and equal access to all of our services.
- Every person is entitled to:
  1. A standard of service that is known and agreed.
  2. Be listened to when they comment or complain.
  3. A sensitive response to their needs.
  4. A rapid response to their complaints.
  5. A courteous response to their enquiries.
  6. Continuous by us to their satisfaction.

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- There is a clear and accessible complaints procedure in place.

### Courtesy

Courtesy will be shown in all circumstances, even in difficult situations where the person may not display similar courtesy in return. Staff will be courteous in their spoken manner as well as in their body language and demeanour.

### Accuracy

Where there is any doubt about the accuracy of any information the details will be validated and checked before release.

### Accountability

Staff will look for ways to enhance the quality of service they deliver. Concerns about the quality of service will be referred

### Integrity

Staff will act with integrity with all of their dealings with the public.

### Communication – Face to Face Contact

DC Dance and our staff will be committed to:

- Making sure our buildings are accessible
- Greeting visitors
- Make sure our staff identify themselves
- Listening to you and responding to your needs
- Being welcoming, courteous and helpful at all times

### Our Policy for the Telephone

All telephone calls shall be answered promptly and in a professional and courteous manner. When answering the telephone use a friendly professional manner. Our greeting is the first thing heard by customers, you are setting an example and making a first impression of DC Dance. Speak distinctly with a warm and welcoming tone. Let your caller know whom he or she is speaking to, by telling him or her your name.

### Our Policy for Written Communication

Our communication in the form of a letter or memorandum shall be written in a professional and courteous manner. The written response to internal and external correspondence shall be clear, informative and timely.

Letters shall be written in a professional format. All letters and memoranda shall be proofed carefully, not only for spelling and punctuation, but also for consistency and accuracy.

The appropriate letter head should be used. The letter should include the following: date, recipient's complete name and address, the response in the body of the letter, the complimentary closing and handwritten signature.

### Our Policy for the Electronic Mail (e-mail)

Communication via e-mail shall be conducted in a professional and courteous manner. The e-mail response shall be clear, informative and timely.

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Communicate in a professional manner when using the e-mail system. Never put anything in an e-mail message that would be viewed as offensive or inappropriate for DC Dance. Remember that all information contained in the e-mail is considered public information. The e-mail response should give complete and clear information with the option to use e-mail or call if there are any questions. A letter format with a complementary ending should always be used when responding to enquiries. Always check for spelling, punctuation and formatting errors prior to sending the e-mail message. Care should also be taken to ensure that all responses provide the appropriate information to the customer by checking for consistency and accuracy. The inbox should be checked regularly for messages. It is the responsibility of DC Dance reception staff to check the inbox.

### What is meant by a complaint?

A complaint is an expression of dissatisfaction, however made, about the standard of the service, actions or lack of actions by DC Dance and its employees affecting an individual person or group who are receiving a service.

A complaint does not include:

- Requests for service.
- Requests for information or explanation of DC Dance's policy or practise.
- Complaints about third parties, who are not working at DC Dance.

### Stage 1 – At the point of Service Delivery

The individual receives the initial approach from the complainant and attempts to resolve their concerns to the best of their ability and to the complainant's satisfaction. If the individual receiving the complaint is teaching a class at the time of the complaint, it should be referred to either the principal or director immediately (stage 2).

Employed teachers or individuals will pass any issues raised to the principal or director. It is imperative to respond properly, fairly and consistently when a complaint is made. The complaints procedure will assist with this.

When a complaint has been dealt with quickly and fairly, the complainant feels they have been listened to and understood. Just as importantly, knowing how and why things have gone wrong is valuable information in helping us to improve our services and make best use of our resources.

All complaints must be reported to either the principal or director.

### Stage 2 – by the Principal or Director

In stage two, the complaint will be investigated fully and objectively by the principal and director. The complainant should be informed who is dealing with their complaint, kept informed about progress and action being taken if the review of the complaint is likely to take more than a few days.

A written reply must be sent to the complainant within 10 working days of the request for their complaint to be dealt with.

In more complex cases the complaint may take longer than 10 working days to investigate, but the complainant must still be notified in writing of progress to date, the reason for the delay and the revised timescale, within those 10 working days.

### Handling Complaints

- Treat all complaints seriously, don't take the complaint or criticism personally.
- Make your first response positive. Don't rush to the defensive.
- Try to resolve the complaint as your first objective.

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- If there has been a mistake, acknowledge it and apologise.
- Be prepared to take responsibility for other people's mistakes.
- Take the initiative with suggestions to put things right and offer choices.
- Try to make amends – but do not make promises you cannot keep!
- If the customer is wrong, do not embarrass them if you have to point this out.
- Be tactful.
- Learn from mistakes.
- Watch your body language, say you are sorry with your body actions as well as with your voice.

### If the complaint is about you

Where a person complains about a member of staff, the complaints procedure enables this to be dealt with fairly, openly and thoroughly. Try not to take it personally, remember that the first objective is to try and sort out the problem. After that, see if there are any lessons to be learned from the incident. Be open and honest with yourself and others about what has happened. Give as much information as possible; it will be treated in confidence. Occasionally a complaint may lead to disciplinary action and appropriate information relating to the complaint may then have to be recorded.

### Moving on from a complaint

When a complaint has been found to be justified, DC Dance's objective should then be, as far as possible, to put the complainant in the position he or she would have been in had things not gone wrong. Depending upon circumstances, this will usually be achieved by:

- Apologising to them and explaining what went wrong.
- Providing the service the person wanted.
- Changing things so that the cause of the complaint is not repeated.

In some circumstances, a personal visit or gesture, to mend damaged relationships with a complainant may be appropriate. There is no specific stage at which this approach should be taken and is at the discretion of the principal or director.

There may be circumstances where the complainant feels justified in seeking financial compensation for the loss incurred. In such cases this will remain at the discretion of the principal or director.

### What we ask of you

Ourselves or our staff should not be expected to deal with rude, abusive or threatening behaviour. If such unpleasant behaviour is encountered and cannot be calmed down, staff will politely state that they will have to terminate the contact (put down the telephone or leave the room). DC Dance will take appropriate action against any individuals who are abusive to staff.