

Customer Care Policy and Standard Operating Procedures

Introduction

At Kindred CSR we are committed to delivering exceptional service to our clients. Our customer care policy is designed to ensure that every client receives prompt, courteous, and efficient service. We believe that excellent customer care is integral to our success and helps us build long-lasting relationships with our clients.

Scope

This policy and set of Standard Operating Procedures covers **100% of our customers**, regardless of the service level being provided.

We also expect that any sub-contractors follow this policy, or their own customer care policy when doing work on behalf of Kindred CSR alongside the agreement to our Supplier Code of Conduct.

Policy Objectives

- To provide high-quality and consistent customer service.
- To handle customer inquiries and complaints efficiently.
- To continuously improve our services based on customer feedback.
- To ensure transparency and communication throughout our engagement with clients.

Customer Care Principles

Our customer care principles are built around our own values, and other related internal policies and procedures, and industry “good practice”. As such the following principles apply to how we deliver our services:

- Respect and Courtesy: Treat every client with respect, patience, and courtesy.
- Responsiveness: Respond to all client inquiries and requests in a timely manner.
- Professionalism: Maintain professionalism in all interactions with clients.
- Transparency: Communicate clearly about our services, processes, and any potential issues.
- Confidentiality: Safeguard all client information and ensure confidentiality.

Training

We are committed to providing training to any employee who would like to improve their knowledge and skills on subjects related to maintaining or improving good customer service, and/ or ethical sales and marketing.

Targets and Reporting

We are committed to creating a more formalised approach to our Customer Care and will work on the following targets for 2024/25:

- Create a Customer Feedback Form, and issue it to 100% of clients at the end of their service agreement
- Collate, analyse and report on baseline performance data from customers in 2024

- Identify and action appropriate changes to our service approach based on feedback
- Set formal targets for questionnaire completion rates, satisfaction and recommendation levels

Monitoring and Review

The Directors will review this policy and Standard Operating Procedure (SOP) for Customer Care on an annual basis, or sooner if there are changes in any related laws, regulations or industry standards and good practice.

Signed: *A Phillips*

Date: 01/07/2024

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Role: Director

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