



Customer Care Policy

Shield Services Group

Experts in Providing
Specialist Services
Nationwide

shieldservicesgroup.com

DOCUMENT CONTROL

Date	Revision	Comments
11 th Jan 2012	1	New document
15 th Dec 2014	2	General revision
04 th Sept 2017	3	General revision to update in line with processes
27 th Oct 2017	4	Complete revision to whole document to make more specific to all of Shield Environmental Services rather than just Asbestos domestic housing
6 th March 2019	5	Annual review, Data Protection act updated, 2.5.2 removed BD no longer get feedback
13 th March 2020	6	Annual review, update to Shield Service Group and reference all companies that fall under this
All further amendments are recorded on CD002 Document Control Register		

Reviewed by	Signed	Date
Helen McAuley		13/03/2020

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1. Introduction

This policy covers the following company's, which are all within Shield Services Group: Shield Environmental Services Ltd, Shield Fire and Security Ltd, Shield Mechanical and Electrical Services Ltd, Shield Demolition Ltd & Shield Flooring Services Ltd.

An integral part of Shield Services Group ethos is that we take great pride in delivering excellent service to our customers. This commitment is designed to support our deliverance and in conjunction with all Shield Services Group policy and procedures specifically; for example for asbestos removal in domestic housing see **AR036 "Domestic Housing – Working Practices and Procedures"** document will ensure that Shield Services Group always provide a consistent and high standard of service.

This document has been developed to assist all employees, office or site based, with delivering our high quality services within our bespoke industry sectors, by adopting practices, procedures and principles which will deliver consistency and resolution at first point of contact and enable continuous service improvements.

A 'customer' can be defined as a client, member of the public, contractor, etc. However, it can also be regarded as an internal colleague or manager. We must deliver an effective service to each other for the company to be a success.

All of our employees are here to provide an excellent standard of service. From Senior Management through to Operational Employees, we recognise that customer care is about treating other people in the same way that we would like to be treated.

Customer care means providing good quality services in a friendly, efficient and helpful way, and continually striving to improve services by ensuring good communication and a positive attitude to customers.

Shield Services Group aim to always meet our client's expectations and strive to improve a customer's satisfaction by exceeding their expectations whenever possible.

2. Customer Care Principles

We have found that the foundation for delivering quality services and projecting the right corporate image is by adopting standards that will form the baseline for our corporate approach to delivering professional customer care.

We adhere to the ISO 9001 Quality standard where customer focus is one of its key principles. As such we have created our own key principles, focused on Customer Care and based on the ISO 9001 Quality standard.

2.1 Customer service in all aspects of business

Providing the best possible service not only to our customers, but to each other and within all aspects of our business.

2.2 Leadership

The ethos of strong customer care comes from our Senior Managers, the leaders of our company. This is carried into every part of our Company to all employees.

2.3 The importance of training

Providing our employees with the skills and knowledge they need to ensure they deliver the best possible service is essential.

2.4 Valuing customers and employees

We recognise the value that our Customers and our employees have in relation to our business.

2.5 Relationship management

Building relationships with our customers gives us the opportunity to better understand our customers' needs and expectations so that we might deliver the best possible service.

2.6 Customer Satisfaction and feedback

All feedback, positive and negative is monitored and measured so that we are able to continuously improve our services by listening to our Customers.

2.1 Customer service in all aspects of business

2.1.1 Our policies, procedures and guidelines clearly state our expectations regarding the highest possible standards of communication, response and behaviour.

2.1.2 Shield Services Group understands good 'Customer service' to mean:

- i. Customers want services delivered in a professional manner and in a way that suits them.
- ii. Customers want problems to be resolved quickly, ideally by their first point of contact and they want to be kept informed of progress regularly. They need to be listened to and their views taken into account, which is what all of us require when receiving services.
- iii. Value for money is important for both our customers and for the success of our organisation; we will therefore look for ways of working more efficiently within a culture where employees will be enabled to deliver a 'right first time' approach and products used are cost-effective and of high quality.

2.1.3 We aim to deliver excellent customer service in the following ways:

- i. We will always strive to meet customer expectations and exceed them where possible.
- ii. We shall ensure that contacting us is a simple, easy and convenient experience for every customer and offer a choice of communication channels to ensure that all customers can access the services they need in the way that they want. Information provided will be consistent, regardless of how the customer chooses to be contacted. Information will be open and honest providing transparency for customers.
- iii. We shall consistently strive to provide quality services and listen to our customers and employees. We will measure and monitor the feedback received and use this to improve our services.
- iv. To ensure our services are of the best value for our customers, we will continuously review our suppliers to ensure we are getting the best quality and price achievable. Efficiency of delivery comes from time-tested methods and company experience however, we will continuously review our processes and procedures to evolve with market demands and adapt to our customer needs.
- v. We shall adhere to our Equality & Diversity policy at all times. We shall be aware of and respect our customer's differing needs and cultural diversity whether that be the first language spoken, family structure, religious beliefs, physical and sensory impairments, or learning difficulties.

2.1.4 We have set the following key points which we expect all employees to ascribe to in order to achieve the best customer care possible.

- i. We will demonstrate a positive attitude and be determined to enhance the company's reputation.
- ii. We will take pride in our work and the appearance of our work environment, company vehicles and tools, and dress appropriately for the work to be carried out.
- iii. We will be polite at all times; maintaining an attentive and courteous approach when speaking with customers.
- iv. We will always listen to the customer, ensuring clarity in communication and respond appropriately to what has being said.
- v. We will always acknowledge a customer, whether this is by phone, in person or via email. We will respond to queries or correspondence promptly and helpfully, making sure we are clear and concise in all communication.
- vi. Where we are unable to assist, we will always take the customer's details and forward them to the appropriate employee for response, or escalate where necessary.
- vii. Employees will be knowledgeable and up to date with current policies and procedures within Shield Services Group. If an employee is unsure of the correct information, clarification will be sought.
- viii. We will respect people's privacy and dignity at all times. We will ensure complete confidentiality, this would include making sure that one customer cannot overhear your conversation with another customer.
- ix. We will ensure continuous communication with customers; they will know their primary point of contact for the project and be kept up to date of all developments.

2.1.5 The following guidelines have been set in place for appropriate responses on the telephone:

- i. Telephones should be answered promptly, with: "Good Morning/Afternoon, Shield Services Group, how can I help you?"
- ii. If transferring a call, we will keep the caller advised of our intentions before making the transfer. Transfers should be as direct as possible.
- iii. We will always ensure we have full and correct contact details for the customer - telephone number and an email address, if possible.

2.1.6 The following guidelines have been set in place for professional responses via email or letter:

- i. Written words can easily be misinterpreted; without the right tone, misunderstandings or offence could easily occur, and an important working

relationship could be lost.

- ii. We will always reply to the letter or e-mail promptly. If emailing, we will ensure our email includes the correct corporate signature with the professional title and contact details. All letters must be written on branded paper or the appropriate controlled document.
 - iii. We will avoid poorly formatted and poorly structured messages. Messages should not be written entirely in capitals or solely lower case. We will use the spell checking facility; letters and e-mails with poor spelling or grammar reflect badly on us.
- 2.1.7 Courtesy is also expected from customers. Rudeness is not tolerated and for customers who behave in an unacceptable way this may result in our refusal to undertake work within their premises. Employees have approval to politely refuse to carry on with any discussion if they are subjected to:
- i. Foul language; offensive and abusive behaviour; threats or violence.
 - ii. Cases of abuse and/or violence can never be tolerated and should be reported to their Manager immediately.

2.2 Leadership

- 2.1.1 The leaders of Shield Services Group have committed to establishing unity of purpose and direction within the organisation. We will strive to create and maintain an environment where people can be fully involved in achieving the organisation's objectives.
- 2.1.2 Our leaders recognise and understand that People are the organisation's greatest resource; their full involvement enables their abilities to be used for the organisation's benefit.
- 2.1.3 We are committed to developing leadership in managers, and working alongside our people in order to ensure that the organisation's objectives are achieved.
- 2.1.4 The leaders of Shield Services Group are advocates to great customer care and lead by example to all employees.

2.2 The importance of training

- 2.2.1 Our commitment to delivering excellent services starts with recruitment; finding the right person with the right skills for each role. A thorough induction follows recruitment, covering our company ethos and strategy, with focus on the importance of customer service. Health & Safety training is provided, and further role-specific development and training is undertaken.

2.2.2 Continual development and training is completed when required.
Our policies and procedures are communicated at all levels with any changes being applied, keeping all employees up to date with current standards.

2.3.4 Data Protection training

- i. Shield Services Group regards the lawful and correct treatment of personal data as very important to successful working, and to maintaining the confidence of those with whom we deal.
- ii. To this end, Shield Services Group will adhere to the Principles of Data Protection, as detailed in the Data Protection Act 2018 (the '2018 Act') and the EU General Data Protection Regulation 'GDPR'.
 - i. We will respect the confidentiality of all information (whether held electronically or on paper) that we handle recognising that most of it is of a personal nature.
 - ii. Our employees will always be made aware of the requirements under data protection legislation and how it applies to their work.
 - iii. We will take appropriate technical and organisational security measures to safeguard personal data.
 - iv. We will collect and process appropriate information, and only to the extent that it is needed to fulfil its operational needs or to comply with any legal requirements.

2.3.5 Safeguarding training

- i. Shield Services Group has a responsibility with regard to safeguarding vulnerable adults and children. Procedures on Safeguarding will be agreed between our clients and Shield Services Group and we will adhere to client specific requirements towards safeguarding within their domestic properties. Such procedures will include a requirement that a Disclosure from the Criminal Records Bureau (DBS) shall be obtained for all necessary employees.

2.3 Valuing customers and employees

2.3.1 Employee engagement and customer loyalty is important to us and we continuously look for different methods to promote this within Shield; we hold activities and events on a regular basis.

2.3.2 At Shield Services Group, we recognise and reward hard work and innovation. One of the ways we acknowledge employee contribution is through our Employee of the Month and Year initiative.

2.3.3 We take pride in our work in the community, offering sponsorship and fundraising on a regular basis towards charitable causes. We also encourage and support individuals taking part in their own charitable activities. Recognition of this is promoted in our internal newsletter.

2.3.4 We hold annual appraisals to develop our employees, encouraging personal development, and further training where necessary. We encourage open communication within Shield Services Group, making sure any concerns, issues, and improvements are listened to, respected and considered.

2.3.5 We hold an Awards evening where we have awards for employees/clients/contractors and supplier to provide recognition.

2.4 Relationship management

2.4.1 Shield Services Group place an important focus on taking care of our existing customers. We aim to establish good relationships with our customers so that we can better understand their needs and provide the products and services that they require.

2.4.2 We recognise that all customers are individuals and should be treated as such. They should be given the same level of service that we would wish to receive. We promise to never take our customers for granted, and strive to continuously improve our services, responding to the needs of our customers. We will create trust with our customers by communicating and listening to them.

2.5 Customer Satisfaction and feedback

2.5.1 Customer satisfaction will be achievable by providing an excellent service; however we recognise that we must always listen to our clients and with their feedback we will be able to continue to improve our customer satisfaction. Consultation with our own employees will be vital to ensuring complete customer satisfaction.

2.5.2 As well as client feedback documents (QM007), Shield Services Group has general feedback forms available for anyone in contact with Shield Services Group. This can be found in the form of a link at the bottom of our email signatures.

2.5.3 All data from both Client Feedback documents and general feedback forms is collected in a database, which is monitored by the Technical Department who will log and analyse feedback, identifying successes and failures. The results will be discussed at internal management meetings. Areas for improvement will be evaluated and actioned.

3 Dealing with Complaints/Non-conformances

3.1 All complaints and non-conformances are dealt with according to the Complaints policy and procedure (QM019). It is essential to the continual improvement of our company and the maintaining of successful relationships with our customers that all complaints are dealt with appropriately.

3.2 A complaint is an expression of dissatisfaction, however made, and whether justified or not, about the standard of service, action or lack of action by Shield Services Group or its staff.

3.3 The complaints procedure:

- i. A non-conformance form (QM020) is completed by the employee who received the complaint, and sent to the Quality Manager and Technical Assistant.
- ii. The complaint is graded by the Technical department dependant on pre-established criteria, then logged in the non-conformance record system, and escalated to Senior Management if of a 'Serious' nature.
- iii. The Complaint will be allocated to the responsible Department Head or Manager for investigation and resolution.
- iv. An acknowledgement letter or email will be sent to the client to state that the issue will be investigated and we will respond with either a resolution or response within 14 days of acknowledgement. **The acknowledgement letter or email needs to be sent within 2 days of receiving the initial complaint.**
- v. The root-cause(s) will be identified and corrective and preventative actions will be determined to resolve the issue and prevent it from reoccurring.
- vi. A resolution letter (QM018) will be sent to the customer to justify our actions, apologise for inadequate service (if necessary) and to state a resolution. This needs to be sent within 14 days of the letter of acknowledgement being sent.
- vii. The updated non-conformance record and resolution letter needs to be passed back to the Quality Manager for sign-off, with any supporting information. If the actions or root cause is not sufficient they will be passed back to the responsible manager to resolve.
- viii. All documents are saved on our server as evidence, and the non-conformance database (QM021) kept up to date.
- ix. All data received from customer complaints is monitored and reviewed on a regular basis, enabling us to put preventative measures in place.

3.4 The below is training guidance taken from policy QM019:

- i. All expressions of dissatisfaction should be regarded as a complaint.
- ii. Anyone in the company can raise a non-conformance.
- iii. The Technical Management department will facilitate compliance to the complaints procedure.
- iv. Designated Managers will be held responsible for actioning complaint resolution.
- v. Customer communication is critical to effective complaints management – acknowledging the complaint and communicating the resolution is of key importance.



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