



# Customer Charter

At Rugby Borough Council, we affirm a culture of high-performing, **customer-first** focused work. We are a Caring Council and put the needs of our residents, partners and local businesses and staff at the forefront of all the decisions we make and the actions we take.

We respond promptly to customer enquiries, concerns and complaints and escalate to the correct team and officers. We give customers reasonable expectations of timeframes and ensure their enquiry is handled professionally and confidentially.

We engage with residents and let them know the decisions we make and how they affect them and improve their lives. We highlight the work of our staff in the public domain and the environment the residents live in on a day-to-day basis.

## Our expectations for customers

- We expect our customers to treat all our staff with respect.
- We expect our customers not to abuse our staff in any way.
- We expect our customers to understand that we do not always have enough resources to immediately meet their needs but they will receive a response.
- We expect our customers to understand that we always do our best to provide excellent service.

## Customer service expectations

### Email:

- Customers should always receive an acknowledgment of their enquiry, aiming to respond to an initial response to all enquiries within 3 working days.
- Enquiries should be forwarded to relevant departments and the customer should be informed that they will receive a response within 10 working days.
- Emails and enquiries should be logged and traceable.
- Plain and understandable language should be used for responses.
- Customer's personal details are protected and kept confidential, adhering to GDPR legislation. Customer information will not be shared with any third parties.

### Town Hall:

- Our Meet & Greet reception staff, greet customers respectfully and work professionally to deal with customer's enquiries.
- Reception staff work professionally and efficiently, handling enquiries with equal importance and respect.
- Reception staff direct customers to the correct service, and where necessary provide contact details for the service that can help.
- Reception staff help and direct customers to online services, either online from the Town Hall or to be able access from home. Customers are signposted to our digital forms.
- We provide a clean, welcoming environment to all our customers.

### Telephone:

- We treat all our customers with equality and respect. We handle data with respect and confidentiality and compliant with GDPR
- We introduce ourselves at the beginning of each call, so that the customer is aware of who we are talking to
- We solve customer enquiries at the first point of contact, or direct it to an officer who can return the call