



Customer Care Policy

Cordie Ltd is committed to providing a high-quality customer service experience to all clients, students, apprentices, Associates, professional bodies and the public who we serve as our customers. This Customer Care Policy explains how we proactively strive to provide training and educational services in which our customers can have full confidence. We aim to design, develop and deliver high quality training and educational services whilst achieving service levels designed to satisfy our customers' needs and expectations. We aim to set clear standards of service and to regularly review and improve performance.

Cordie Ltd operates in an ethical manner treating customers, students, apprentices, employees, Associates, professional bodies and suppliers openly, transparently and free from bias. This policy sets out key aspects of our service and explains our strategy for achieving our service aims including:

- ◆ Courtesy
- ◆ Customer Experience
- ◆ Confidentiality
- ◆ Accessibility
- ◆ Customer Communication
- ◆ Delivery
- ◆ Consultation and Feedback
- ◆ Environmental
- ◆ Quality
- ◆ Study Centres

Courtesy

Employees of Cordie Ltd will be educated in the service standards of the organisation; will exhibit customer friendly service skills; and be knowledgeable, professional and courteous in meeting the needs of our customers, students and apprentices.



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Customer Experience

We aim to understand and measure our customer expectations in order to provide an enhanced customer experience. Our aim is to:

- Establish customer needs for training and educational services
- Operate robust service management procedures to ensure our training and educational services are designed, produced and delivered to meet our customer requirements efficiently
- Provide customers with effective and innovative solutions to their requirements
- Facilitate a teamwork approach with customers to ensure expectations are realised
- Provide communication links, processes, procedures and systems at all operational levels in order to maximise customer responsiveness and co-operation
- Facilitate customer reviews to improve the quality and delivery of service with the aim of developing continuous improvement to all added value aspects of our service provision
- Conduct regular performance and evaluation activities and welcome all types of customer feedback whether positive or negative
- Regularly review any suggestions to improve our service levels made by our customers, students, apprentices, employees, Associates and suppliers
- Record and review all dissatisfactions raised in order to improve what we do, wherever possible
- Deliver our customer services fairly, reasonably and without prejudice
- Ensure our employees and Associates treat customers in a professional, courteous and helpful manner. Customers can expect us to respect their privacy and dignity. We are fully committed to treating people as individuals, providing equality of opportunity for all our employees and equal treatment for our customers.
- Value diversity which will enable us to realise the full potential of all our employees and help provide the best possible service to our full range of customers
- Strongly promote customer focus within our entire organisation.

Confidentiality

All information gathered or held regarding the personal or business affairs of our customers will be held in strict confidence, for the sole use of Cordie Ltd in meeting customer requirements.

Accessibility



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Cordie Ltd provides a wide range of services and aim to deliver the best possible service to all our customers. We will strive to ensure that no customer is unable to use, or is disadvantaged in accessing, our services and we will consult regularly to review customer needs and requirements. We will act to avoid and eliminate discrimination against any customer and will endeavour to ensure our website is up to date with all details of our service provision.

Cordie's operational business hours are Monday to Friday 0900 hours to 1700 hours excluding Bank Holidays. Our customer facing telephone number is +44 (0) 1590 676787.

We measure and assess our accessibility by:

- Customer satisfaction questionnaires
- Customer complaints, compliments and comments.

We aim to improve our accessibility by:

1. Maintaining an accessible complaints procedure
2. Using appropriate technology for provision of information to our customers
3. Continuing to develop our online services
4. Regularly reviewing the quality and delivery of information
5. Using plain language for communication
6. Providing training for specific staff on accessibility
7. Continuing to develop methods of measuring customer satisfaction.

Customer Communication

We can be reached by post, phone, email and/or social media (such as LinkedIn, Twitter or Instagram).

We will set out information about our services clearly and simply so that all our customers can understand it. This includes information on how to complain or give feedback about our services. We will promote the use of plain language. We will answer all correspondence in a professional, timely and efficient manner.

Complaints

We will investigate all customer complaints for the services we provide and deal promptly with any



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complaints received. Our aim is to:

- Strive for zero complaints
- Ensure any customer complaint received is addressed in accordance with our Complaints Policy
- Monitor complaint trends to endeavour to continually improve service levels and prevent similar complaints occurring in the future.

Responding to Correspondence

Our aim is to:

- Endeavour to acknowledge enquiries promptly
- Use email auto-response when out of the office stating an alternative colleague contact details for urgent enquiries
- Provide the minimum of a preliminary response to all written correspondence relating to enquiries/queries within five working days of receipt by Cordie Ltd. If we cannot do this, we will write to the customer to explain why, the reason for the delay and inform them when they can expect a reply.

Telephone

We will answer telephone calls promptly and helpfully. Our aim is to:

- Introduce ourselves and the company in a professional and courteous manner
- Accurately take all details of the enquiry/query and we will try to answer the enquiry straight away. If we cannot do so we will acknowledge receipt of the enquiry within one working day and let the customer know when to expect a full response.
- At all times offer practical, clear and timely advice which is specific to the customers' needs and expectations
- Transfer calls only when necessary and ensure the transfer is available to take the call to minimise the passing of the customer.

This applies equally to our outsourced customer contact centre reception service, as it does to our direct telephone lines and mobiles.



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Appointments

Cordie Ltd endeavours to meet online or visit customers and organisations interested by our services as and when required. Key objectives for these meetings are to establish opportunities to listen carefully to customers' needs and views. Members of staff will see visitors punctually when an appointment has been made online, at the office or an external venue. All staff will approach visitors in a courteous manner.

Delivery

Cordie Ltd will endeavour to deliver training and educational services in a professional and informative manner. Our aim is to:

- Focus on service delivery to enable customer requirements to be met
- Honour contractual agreements for service delivery parameters
- Endeavour to deliver all services to meet, and where possible, exceed customer expectations
- Ensure when service delivery dates are agreed they are met and if any delays arise the customer is informed at the earliest opportunity.

Consultation and Feedback

Consultation is an important part of meeting our customer service objectives. Cordie Ltd conducts regular performance surveys of the needs and perceptions of our customers, using the feedback to enhance our service provision.

Quality

We will continually work to deliver training and educational services of the highest quality. We will work in close cooperation with all regulatory, legislative and professional bodies to ensure complete compliance to all current legislation, regulation and industry best practice guidelines. Our aim is to continue to meet all aspects of our ISO9001:2015 accreditation.

Study Centres

Cordie Ltd is committed to offering a high standard educational service to our students and apprentices



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continually strive to provide a service that is:

- Consultative and responsive
- Open and informative
- Prompt and efficient
- Streamlined and manageable
- Cost-effective.

Our study centre service ensures each customer receives:

- Accurate information through relevant literature, website and programme handbooks
- Enrolment to Cordie Ltd – Study Centres
- Use of our approved Exam Centre at our main office
- Accurate information on subscription, exemption and assessment fees for assessments with relevant Awarding Bodies prior to a student's enrolment
- Supportive and confidential advice and guidance from experienced tutors
- Acknowledgement of all enquiries
- Information regarding relevant assessment dates and procedural guidance.

This policy applies to all operating divisions of Cordie Ltd. Cordie reserves the right to amend the Customer Care Policy from time to time. Thank you for your commitment to this policy.

Andrea Reynolds
Managing Director, Cordie Ltd



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