



Policy
On
Customer Care

June 2020



1. Title: Customer Care Policy

2. Introduction

At Silver Crest School, we ensure proper care for one another especially our customers and other stakeholders. This policy supports the Vision and Mission Statement of the School because only when we genuinely care for a pupil can we inspire them to be the best they can be. If our mission as a school is to build a total child whose character is grounded in the core values of respect, excellence, dedication and integrity and trust, then, we cannot overemphasize the need to genuinely care for these pupils who God has placed in our hands. By caring for them, we simply make them understand that there is no limit to what they can attain in life.

This Policy therefore, seeks to address how we show care to our pupils, parents, prospective parents and other stakeholders whom we refer to as our customers.

3. Purpose

The purpose of this document is to ensure that our staff are committed to promoting the visions and values of our school and to delivering the standards contained in this policy.

4. Aim and Objectives

The aims of this policy are:

- To ensure that all staff within the school are aware of the importance of good customer care.
- To ensure that all staff within the school have an understanding of how to promote good customer care.
- To encourage a close partnership amongst members of staff, pupils, parents and the wider community.
- To become a focal point for the community and a centre for lifelong learning.
- To provide excellent educational service.
- To ensure that every person who comes into contact with Silver Crest School is pleased with the way the school operates.

5. Scope

Our pupils, parents and other family members who are our direct customers, as well as the prospective parents and pupils, members of the local community, visitors from other schools, motivational speakers, and representatives from business organizations, emergency services and other professionals who are our indirect customers.

6. Key Measures

6.1 ACCESSIBILITY:

Customers should have ease of access to information through:

- the school website and social media handles;
- regular newsletters;
- occasional letters about specific events;



- reports and monitoring data on pupils' progress either delivered to the parents by the teachers on open day or via the school's website or social media handles;
- Parents will be contacted directly by the school in the case of illness or injury to a pupil, or if a pupil is to be excluded.
- Customers should be able to contact the school and speak to an appropriate member of staff.
- If a member of staff is unavailable, a message containing brief details will be sent, and a return call should be made as promptly as possible, and by the end of the next working day at most.
- All customers should be treated with equal opportunity regardless of race, status, gender, culture or financial competence.

6.2 SEEKING THE VIEWS OF OUR CUSTOMERS:

The school welcomes the views of its customers, and there are mechanisms for receiving those views:

- parents have an opportunity to respond to pupil's reports;
- parents have an opportunity to feedback to the teacher during Parents' Clinic/Seminar, Open Day, Review Day or any of the working days the teacher concerned is available for a chat;
- parents have an opportunity to lodge their complaints informally and formally through a complaint letter or customer feedback form;
- there is a clear complaints procedure for customers who wish to express their dissatisfaction;
- all complaints will be handled promptly and fairly by the appropriate office.

6.3 DEALING WITH CUSTOMERS WHO CONTACT THE SCHOOL

The school will deal with all customers who contact the school, either by arriving in person or through a telephone call, in a professional and courteous manner.

In the vast majority of cases, this will not present any difficulty. However, there are some situations where the following guidelines will be needed.

- If a situation is of a serious nature to warrant immediate attention, a member of the Management Team will deal with the initial discussion;
- If a customer becomes abusive or threatening, this must be dealt with as calmly as possible:
 - Inform the customer that we will not be able to deal with the issue they are presenting if they remain abusive or threatening;
 - Assure them that the issue will be dealt with in the normal and appropriate manner and in compliance with the school's policy as soon as they are no longer abusive or threatening;
 - If the abusive or threatening behaviour continues, help must be sought, as the last resort from the available security officer or police.

7. Roles and Responsibilities

The Front Desk Manager, Head of Admin and the Head of School are responsible for the implementation of this policy.

8. Monitoring and Review

This policy will be monitored by the Head of Admin, who should oversee the affairs of Customer Care services.

This policy will be due for review in June 2023 or sooner if necessary by the school's Management.