



## Customer Services Policy

### Quality Assurance

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Date	Issue no.	Section No.	Modification	Authorised by
12/06/13	1	ALL	Amendments box added to footnotes	Andrew Stocks
15/05/14	2	ALL	Reviewed	Andy Stocks
16/06/16	3	ALL	Methods and Schedule	Leah Seltzer
25/06/18	4	ALL	Reviewed	Leah Espley
17/09/20	5	ALL	Reviewed	Frances Harflett
12/02/21	6	ALL	Updated Scope, Responsible Personnel, Schedule. Added info on QA/lifecycle surveys	Frances Harflett
21/07/21	7	ALL	Annual QA/customer satisfaction surveys now with Marketing	Frances Harflett
31/05/22	8	ALL	General review	Frances Harflett
18/03/24	9	ALL	General review	Leah Espley
11/04/24	10	All	Review under REC guidance following audit	Leah Espley

**Purpose**

To set out the core values and standards that New Directions employees will adhere to when dealing with all customers and other stakeholders. Customers include both candidates and clients of New Directions. New Directions are committed to maintaining a culture of Quality Assurance, reviewing our practices and continuously striving to improve.

**Scope**

The core values and standards relate to all aspects of customer service between New Directions employees and internal and external stakeholders to help customers understand how our values underpin everything we do. This policy will be kept up to date, to reflect changes in the nature and size of the business. To ensure this, the policy and its effectiveness will be reviewed annually.

**Responsible Personnel**

All New Directions employees have a responsibility to adhere to the policy. Quality Assurance and Marketing are responsible for obtaining feedback through surveys (e.g., Lifecycle surveys, annual customer satisfaction surveys, other marketing surveys). All staff will exhibit customer friendly service skills; and be knowledgeable, professional and courteous in meeting the needs of our customers.

**Customer Service Policy Statement**

New Directions strives to deliver the highest levels of customer service to our clients, candidates, and other stakeholders. We constantly seek feedback to review and improve our service to ensure quality and best practice within the business sectors. Our mission is to set benchmarks for the recruitment industry and be the company of choice for our employees and stakeholders.

If you would like to make any comments, suggestions, raise a query or make a complaint about the service you have received, please contact us. We will respond to your query within 3 - 5 working days.

**Communication**

New Directions will return all phone calls and emails received from clients, registered candidates and applications in respect of specific vacancies within a maximum of 3 working days. Where we are unable to meet this agreement we will inform you of this as soon as possible and agree a new deadline.

**Commitment**

When dealing with our customers, all New Directions employees must:

- Promptly deal with any enquires raised or explain the reason for delays
- At all times act in a professional and polite manner
- Be open and honest
- Treat customers and other stakeholders with respect
- Listen to the views and feedback from our customers and other stakeholders
- Apologise if we have made a mistake and put things right
- Have respect for customers and other stakeholders' personal data

- Accept a customer's right to complain and fully investigate any matters raised using our internal policies and procedures

Any dissatisfied customers should be dealt with promptly and professionally and be directed to our complaints policy if their matter cannot be satisfactorily resolved through the informal process.

### **Methods of obtaining feedback**

Candidates and clients can be directed to our 'Compliments and Complaints' page on the website to deliver feedback on our services. All feedback is directed to [customerservices@new-directions.co.uk](mailto:customerservices@new-directions.co.uk) which is managed by Quality Assurance.

The 'Learn Upon' online training requests feedback at the end of the training session. All reviews and feedback are sent to [customerservices@new-directions.co.uk](mailto:customerservices@new-directions.co.uk) and the Training Team, who is responsible for responding to any concerns.

Annual customer satisfaction surveys are created and managed by Marketing. Annual surveys are sent to clients and candidates for each business where agreed with the Commercial Head. Marketing will follow up surveys with written summaries/reports on the information received, including statistics and comparison with feedback from the previous year where possible. Reports are shared with the Commercial Heads to be used for improvement plans and marketing.

Candidate lifecycle surveys are monitored by Quality Assurance. Surveys are sent out automatically at certain stages in the candidate "lifecycle", based on status changes on RDB (e.g., candidate completes interview, made live, archived). Surveys are in place for all employment companies. Quality Assurance monitor and report on the responses monthly, sharing the feedback with branch managers, Commercial Heads, Marketing and any other relevant staff members. The reports include information on response averages (using numerical values assigned to specific responses) to support with KPIs and benchmarking. *Please note Care & Support manage their own.*

Client lifecycle surveys may be implemented in future.

Feedback is obtained through comments and reviews from candidates and clients on the ND website, Indeed and Google. With the writer's permission, Marketing use this information as testimonials on the website.

Where possible, customer satisfaction surveys are sent out annually. Lifecycle surveys are continuous.

### **Complaints**

New Directions seeks fair, just and prompt solutions when possible to any complaints and appeals. All such issues should be directed to [customerservices@new-directions.co.uk](mailto:customerservices@new-directions.co.uk) in the first instance, where they will be acknowledged and directed to the attention of the appropriate person. A complaints process is in place for any disputes: [Compliments & Complaints - ND Recruitment Services \(new-directions.co.uk\)](#).

### **References**

Complaints Policy