



Customer Service Charter

Putting the Customer at the centre of our work

1. Our commitment

- Customer service and commitment to our clients should be the driving force behind our brand.
- Our aim is to strive to get it right, first time, every time. Occasionally things may not go as planned.
- At CED we believe that it's the clients right to know what level of service they can expect from us all the time, even in those rare moments when we fall short of the high standards we have set for ourselves.

2. Effective response rate

- Our first promise is to offer quality services to our clients. Should they contact our office through the mediums of communication below, this is how we should endeavour to handle the queries.
- Telephone: Maximum 3 times rings;
- Emails: Respond within 8 working hours;
- Website Queries: Reply within 2 working hours; and
- Facebook: Respond within 2 working hours.

3. To ensure best customer service at all times

- We shall strive to deliver what our customers consider to be good customer service;
- We shall take time to fulfil our customers' expectations;
- We shall follow up and act on both positive and negative feedback received;
- We shall consider outstanding customer service in all aspects of our business; and
- We shall continuously explore ways to improve the level of customer service delivered.

4. The main elements of good customer service

4.1 Customer Relationships

To build good customer relationships we need to:

- Greet customers appropriately and approach them naturally to befitting the individual situation;
- Show customers that we understand what their needs are;
- Accept that some people might not want our services and concentrate on building relationships with those who do;

- Help people – by informing them about an event that they might be interested in;
- Continue to create awareness about CED and how our customers can benefit from our offers /relationship;
- Take personal interest to strengthen customer relationships;
- Be responsible and accountable; and
- Ask for advice and guidance to deliver excellent customer service.

4.2 Staff

- CED staff shall strive to build a good reputation for providing the best customer service, by having good communication and sales skills.
- We shall show leadership by personally providing excellent customer service at all times.

4.3 Customer Complaints Management

- CED will ensure that the client gets value for their money. Under normal circumstances, we should respond to clients within 7 working days of receiving a complaint. However, as a centre of excellence, we will contact the client telephonically to discuss their concerns or write on email.
- We acknowledge that the key to good customer service is to build good relationships with our customers. Thanking the customer and promoting a positive, helpful and friendly environment that will ensure they leave with a great and lasting impression. "A happy customer will return often and is likely to spend more".

4.4 Services

- We shall strive to familiarise ourselves with all the services offered by CED.
 - The more we know, the more confidence we can build in our customers.
 - We will timeously inform all our customers about our services and benefits consistently.
- The cancellation of classes will be kept to a minimum. However, should this be necessary, we will ensure wherever possible that the customer is informed, prior to the start of the course or programme.