

CUSTOMER SERVICE POLICY FOR BASKETBALL WA

Adopted: 22 February 2012

Reviewed:



PHILOSOPHY STATEMENT

Basketball WA's service philosophy is to provide the highest quality Customer Service at all times.

POLICY OBJECTIVES

1. To ensure that when dealing with customers all staff respond in a courteous, consistent, timely and fair manner and satisfy all reasonable requests from customers.
2. To ensure that BWA resources are used efficiently and effectively when dealing with customers.

EXECUTIVE SUMMARY

- 1. Overview**

The aim of this Policy is to establish a standard approach to managing contact with customers.
- 2. Service Commitment**

This Policy applies to all Basketball WA (BWA) staff. BWA Staff are expected to treat customers in a professional and ethical manner with courteous and efficient service.
- 3. Service Undertakings**

Service Undertakings are examples of situations that can occur at BWA and describes how to deliver the appropriate service.
- 4. Types of Customer Service**

Explains how staff can provide efficient customer service by telephone, written or face to face communication.
- 5. Dealing with Difficult Customers**

Recognises that difficult situations can be encountered and must be dealt with discreetly and with decorum. It also provides for the Chief Executive Officer (CEO)/Chief Operating Officer (COO) to manage dealings with particularly difficult customers.
- 6. Customers who are Rude, Abusive or Aggressive**

This section recognises the types of behaviour which is not just verbal it can be physical against property or a person. This situation must be dealt with discreetly and with decorum. It also provides for the CEO/COO to manage dealings with particularly difficult customers.
- 7. Managing Anonymous Customer Action Requests**

Explains that anonymous requests from customers will not normally be actioned unless the issue places the public's safety at risk or raises a serious matter.
- 8. Complaints Process**

Addresses the process of receiving a complaint by customers.
- 9. Confidentiality and Privacy**

Acknowledges the existence of BWA Privacy Policy.
- 10. Customer Service Training**

Addresses Customer Service training requirements as a BWA employee.
- 11. General**

Covers documentation and any further action required.

Appendix A: Examples of Service

Covers standard greetings, transferring of calls, taking messages and dealing with difficult, rude, abusive or aggressive customers.

1. OVERVIEW

The purpose of this Policy is to outline BWAs 'can do' approach to customer service and establish a standardised approach to managing contact with customers.

For the purpose of this Policy, customers can be defined to include individuals and organisations to which BWA provides a service. Customers include players, team officials, parents, club officials and anyone who interacts with BWA staff and/or its services and products.

BWA's dual role as a service provider and a State Sporting Association can create situations where not all customer requests can be met. However, BWA has an obligation to provide customers with an accessible, fair and equitable mechanism to access services, make service requests and obtain assistance.

The establishment of a standardised, courteous and professional approach to the management of customer contact, in conjunction with clear policies and procedures, will facilitate the achievement of BWA's obligation to its customers. This will enhance BWA's image and provide customers with a positive experience of BWA.

2. SERVICE COMMITMENT

All BWA staff provide a service to BWA's customers either directly or indirectly. All volunteers assisting BWA with its programs in an official capacity (e.g. State Team Officials) are also considered staff within this policy.

All BWA staff must strive to meet the needs of our customers in a professional and ethical manner with courteous and efficient service. Staff will:

- a) treat all customers with respect and courtesy;
- b) listen to what customers have to say and determine the exact nature of the request;
- c) respond to customer enquiries promptly and efficiently;
- d) act with integrity and honesty when dealing with customers;
- e) provide relevant and timely feedback to the customer; and
- f) be responsible and accountable for the quality of service they deliver.

3. SERVICE UNDERTAKINGS

BWA staff must aim to project a professional image at all times. To give customers a consistent service experience, BWA endeavours to:

- a) Demonstrate respect, courtesy, patience, attentiveness, consideration and sensitivity to the customer at all times that is appropriate to the age, culture and linguistic background of the customer;
- b) Identify customer needs and expectations;
- c) Provide the customer with advice and other information that is clear and concise;
- d) Take appropriate action to respond in accordance with BWA policies and procedures with minimal inconvenience to the customer;
- e) Make decisions using processes that are consultative, impartial and ethical;
- f) Adopt fair, lawful and appropriate procedures when making decisions, carrying out activities and conducting events;
- g) Be sensitive to any languages or other communication difficulties experienced by customers when providing advice and other information;
- h) Be sensitive to any customer with disabilities when providing advice and other information;

- i) Present a positive image of BWA to the public;
- j) Demonstrate professionalism when dealing with difficult customers; and
- k) Respond to customer enquiries promptly and efficiently, within allocated timeframes.

The above key elements of service are outlined in Appendix 'A' attached.

4. TYPES OF CUSTOMER SERVICE

Customers contact BWA for a wide variety of issues ranging from enquiries and requests for information or advice to the provision of direct services e.g. under12 Development Camps and Education and Training.

(A) Telephone Calls

BWA recognises the importance of telephone calls and will answer all calls promptly and efficiently, referring calls to the appropriate staff member quickly and providing clear and concise information in response to caller enquiries. BWA endeavors to:

- i. Answer the call promptly and politely within six rings where possible;
- ii. Advise all callers of the name of the person answering the call, or making the call where it is outgoing from BWA;
- iii. Deal with the call, redirect the call or take a clear message from the caller as required;
- iv. Ensure all messages include details of the caller's name, contact number and message as well as details of who took the message and when;
- v. When calls cannot be fully responded to immediately, give clear advice to the caller about when the caller can expect a response; Direct calls to voicemail- where the customers has the option to leave a message
- vi. Put calls on hold for the minimum amount of time possible;
- vii. Speak clearly, deal with customers calmly, courteously and patiently, even when the callers are angry, aggressive or distressed;
- viii. Answer unattended telephones in the absence of colleagues whenever practical;
- ix. Respond to telephone messages within one business day; and
- x. Change voicemail message(s) when staff are absent on an extended period of leave.

(B) Written

BWA recognises the importance of correspondence (letters, facsimiles, and e-mail messages) and will provide clear and concise responses promptly.

BWA endeavors to:

- i. If the correspondence requires a response, provide a response to all matters within 7 working days of receiving the written correspondence and within 2 working days for emails;
- ii. Ensure that all outward correspondence includes the name and contact details of the staff member dealing with the matter and BWA file reference; and
- iii. Use language that is clear and concise.

(C) Face to Face

BWA recognises the need to promptly service members of the public who come to BWA to seek information or transact business. BWA will endeavor to have staff available to the public during office hours and at other designated times. BWA endeavours to:

- i. Make staff available for interviews by prior arrangement;
- ii. Attend to customers in a professional and helpful manner and within 5 minutes of arrival at reception;
- iii. Greet the customer with respect, courtesy and understanding;
- iv. Promptly advise staff if there is a customer in the reception area for an appointment;
- v. Speak clearly and deal with visitors calmly, courteously and patiently, even when customers are angry, aggressive or distressed;
- vi. When making appointments to visit a customer external to the BWA office, at the beginning of any visit clearly identify themselves and the purpose of the visit.

5. DEALING WITH DIFFICULT CUSTOMERS

BWA staff are expected to treat customers with courtesy and respect at all times and to make every reasonable effort to address the customer's needs even when s/he is rude, or difficult.

It is certain however, that whatever standard of professional and positive customer service BWA achieves, there will always be a small percentage of customers whose issues cannot be dealt with to their satisfaction. This may be due to refusal by the customer to accept a BWA decision, demands placed on BWA which are not within our scope or resources to meet, or a level of rudeness or aggression shown to staff by the customer that makes it unsafe or unreasonable to proceed.

Where the CEO/COO is satisfied that every effort has been made by staff to address a customer's needs, he/she may make a decision that there is no reasonable prospect of reaching a position where a particular customer is satisfied with BWA's actions and service. In such a case, the CEO/COO may decide to stop or limit responses to the customer in relation to the issue in question.

This may include:

- a) refusal to accept telephone calls or make appointments with the customer;
- b) a request that all future communication be in writing; and
- c) identification of a single staff member as a contact person through whom all communication must occur.

Where the CEO/COO has made such a decision, he/she will ensure that this is communicated in writing to the customer and all BWA staff and that the customer is given the opportunity to make representation to BWA about the proposed course of action. The CEO/COO will continue to monitor any further contact with the customer.

6. CUSTOMERS WHO ARE RUDE, ABUSIVE OR AGGRESSIVE

Rude, abusive or aggressive behaviour may include rude or otherwise vulgar noises, expressions or gestures, verbal abuse of either a personal or general nature, intimidating, threatening or offensive behaviour, physical violence against property or physical violence against a person.

If in the opinion of any staff member, rude, abusive or aggressive comments or statements are made in telephone conversions or interviews, the staff member may:

- a) Warn the caller that if the behaviour continues, the conversation or interview will be terminated;
- b) Terminate the conversation or interview if the rude, abusive or aggressive behavior continues after a warning has been given;
- c) Call upon a supervisor or security staff as appropriate if there is a perceived threat; and
- d) Where a conversion or interview is terminated, the staff member must then inform his/her Supervisor of the incident and make a diary note of the event. Where appropriate the Supervisor will then discuss the matter with the CEO/COO to determine what action should be taken with respect to the customer's behaviour.
- e) If, in the opinion of the CEO/COO, any correspondence to BWA contains personal abuse, inflammatory statements or material clearly intended to intimidate, it will be dealt with in an appropriate manner by the CEO/COO.

7. MANAGING ANONYMOUS COMPLAINTS

Customers may make anonymous complaints to BWA. These complaints, can be difficult to investigate (often staff need to obtain more information from the person making the complaint) and for obvious reasons it is impossible to contact the person making a complaint and communicate the findings of BWA.

BWA will not normally investigate anonymous complaints unless the issue places public safety at risk or raises a serious matter and there is sufficient information in the complaint to make out a prima facie case or to carry out an investigation.

8. COMPLAINTS PROCESS

Customers are entitled to lodge complaints in relation to BWA procedures, staff actions or any goods and services provided by BWA. Complaints may come from the BWA online feedback form, over the phone, in person or in writing. It is important that staff receiving a complaint gain as much detail as possible about the incident and that the complaint be provided to BWA in writing.

Complaints will be handled in confidence, fully investigated and a response will be provided to the complainant in a timely manner, in accordance with the BWA Customer Service Charter. All complaints are to be kept on file for review of trends that may occur over time. Complaints that are of high priority and/or can't be addressed immediately are to be escalated to the CEO/COO for advice and/or action.

9. CONFIDENTIALITY AND PRIVACY

All dealings with customers must abide by the BWA Privacy Policy. This Policy is available on the BWA website and on the BWA server.

10. CUSTOMER SERVICE TRAINING

BWA will provide Customer Service Training as part of employment. All staff will receive training upon commencement of employment and periodic refresher training.



11. GENERAL

In all of the situations referred to in this policy, adequate documentary records must be made and maintained on the appropriate BWA file and saved to the BWA server.

Where the CEO/COO determines to limit a customer's access to BWA in any of the ways specified in this policy, the CEO/COO must advise the association or club president to which that member is associated.

The CEO/COO must notify BWA staff, as soon as possible, of the relevant circumstances and the action taken.

Rick Smith
Chief Executive Officer

28 February 2012



Appendix 'A'

Standard Greetings

Telephone: *"Good morning/afternoon, Basketball WA, this is (name)"*

Counter: *"Hello I'm (name), how may I help you?"*

Transferring Calls

All calls transferred to any other area within BWA will be announced.

Taking Messages

All messages are to contain all relevant information i.e. name and contact number of the caller, date and time of call, details of the enquiry, who took the message and passed on to the relevant individual as soon as practical.

Dealing with Difficult Rude, Abusive or Aggressive Customers

Warn the customer that if the behaviour continues, the conversation/contact will be terminated.

"I can see that you are upset, however, if you continue to speak to me in this way I will have no other choice but to terminate this call/contact."

Terminate the conversation/contact if the behaviour continues after the warning has been given.

"I can see that you are upset, however, I don't feel we can discuss this matter while you are speaking to me in this way. I'm sorry but I must terminate this call/contact."

Where the contact is face to face, the staff members supervisor should be called for assistance and if required Security Officers/Police should be contacted.