

HILLS BASKETBALL ASSOCIATION INC. **CUSTOMER SERVICE POLICY**

PHILOSOPHY STATEMENT

Hills Basketball Association'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 Hills Basketball Association resources are used efficiently and effectively when dealing with customers.

EXECUTIVE SUMMARY

1. Overview

The aim of the Policy is to establish a standard approach to managing contact with customers.

2. Service Commitment

This Policy applies to Hills Basketball Association Executive Committee as well as staff to treat customers in a professional and ethical manner with courteous and efficient service.

3. Service Undertakings

Service Undertakings gives examples of situations that can occur in Hills Basketball Association and describes how to give customers consistent service.

4. Types of Customer Service

Explains how staff provide efficient customer service by telephone, written or face-to-face communication.

5. Dealing with Difficult, Rude, Abusive or Aggressive 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 to exclude dealings with particularly difficult customers.

6. Managing Anonymous Customer Action Requests

Explains that anonymous requests from customers will not normally be actioned unless the issue places the public safety at risk or raises a serious matter.

7. Confidentiality and Privacy

Acknowledges the existence of Hills Basketball Association's Privacy Policy.

8. General

Covers adequate documentation and any further action required.

1. OVERVIEW

The purpose of this policy is to outline Hills Basketball Association's "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 whom Hills Basketball Association provides service. Customers



include players, officials, daily visitors, schools as well as people passing through the Hills Basketball Association managed venues. Internal customers include other Hills Basketball Association Departments and members of staff.

Hills Basketball Association's dual role as a service provider and a regulatory body can create situations where not all customer requests can be met. However, Hills Basketball Association 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 Hills Basketball Association's obligation to its customers. This will enhance Hills Basketball Association's image and provide customers with a positive experience of Hills Basketball Association.

2. SERVICE COMMITMENT

All Hills Basketball Association staff and Hills Basketball Executive Committee members provide service to Hills Basketball Association's customers either directly or indirectly.

All Hills Basketball Association staff and Hills Basketball Executive Committee members must strive to meet the needs of our customers in a professional and ethical manner with courteous and efficient service. Staff and Hills Basketball Executive Committee members 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

3. SERVICE UNDERTAKINGS

Hills Basketball Association staff and Hills Basketball Executive Committee members aim to project a professional image at all times. To give customers consistent service experience, Hills Basketball Association endeavours to:

- 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 individual/group.
- Identify customer needs and expectations
- Provide the local community with advice and other information that is clear and concise
- Take appropriate action and respond in accordance with organisational policies and procedures with minimal inconvenience to the customer
- Make decisions using processes that are consultative, impartial and otherwise ethical
- Adopt fair, lawful and appropriate procedures when making decisions, carrying out activities and performing services
- Be sensitive to any language or other communication difficulties experienced by members of the local community when providing advice and other information. If necessary, provide bilingual or other assistance as required.
- Be sensitive to any members of the local community with disabilities when providing advice and other information.
- Present a positive image of Hills Basketball Association to the public
- Demonstrate professionalism when dealing with difficult customers
- Act in accordance with the law and Hills Basketball Association's Code of Conduct
- Respond to customer enquiries promptly and efficiently, within allocated timeframes



4. TYPES OF CUSTOMER SERVICE

Customers contact Hills Basketball Association for a wide variety of issues ranging from enquiries and requests for information or advice, to the provision of direct services, i.e., Development products, competition queries, registrations, etc.

(1) Telephone Calls

Hills Basketball Association 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. Hills Basketball Association endeavours to:

- Advise all callers of the name of the person answering the call, or making the call where it is outgoing from Hills Basketball Association
- Deal with the call, redirect the call or take a clear message from the caller as required
- 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
- When calls cannot be fully responded to immediately, give clear advice to the caller about when the caller can expect a response
- Put calls on hold for the minimum amount of time possible
- Speak clearly, deal with customers calmly, courteously and patiently, even when the callers are angry, aggressive or distressed
- Answer unattended telephones in the absence of colleagues whenever practical
- Respond to telephone messages within one business day
- Change voicemail message(s) when staff are absent on an extended period of leave

(2) Written

Hills Basketball Association recognises the importance of correspondence (letters and email messages) and will provide clear and concise responses promptly. Hills Basketball Association endeavours to:

- Provide a response to all matters within two (2) working days of receiving the correspondence.
- Ensure that all outward correspondence includes the name and contact details of the staff member dealing with the matter
- Use language that is clear and concise

(3) Face to Face

Hills Basketball Association recognises the need to promptly serve members of the public who come to Hills Basketball Association to seek information or transact business. Hills Basketball Association will endeavour to have staff members available to the public during office hours and at designated times.

Hills Basketball Association endeavours to:

- Make staff available for interviews by prior arrangement
- Attend to members of the public at the customer service help desks in a professional and helpful manner
- Promptly advise staff if there is a member of the public in the reception area for an appointment
- Provide a full range of information for public inspection in customer service areas
- Speak clearly and deal with visitors calmly, courteously and patiently, even when visitors are angry, aggressive or distressed
- Ensure that all relevant staff are present to address each matter appropriately



5. DEALING WITH DIFFICULT, RUDE, ABUSIVE OR AGGRESSIVE CUSTOMERS

As stated above, Hills Basketball Association 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 Hills Basketball Association 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 Hills Basketball Association decision, demands placed on Hills Basketball Association 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 Chief Executive Officer 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 Hills Basketball Association's actions and service. In such a case the Chief Executive Officer may decide to stop or limit responses to the customer in relation to the issue in question. This may include:

- refusal to accept telephone calls or make appointments with the customer;
- a request that all future communication be in writing;
- provision of responses to queries, information requests only where a new issue has been presented;
- identification of a single staff member as contact person through whom all communication must occur.

Where the Chief Executive Officer has made such a decision, s/he will ensure that this is communicated in writing to the customer and that the customer is given the opportunity to make representations to Hills Basketball Association about the proposed course of action. In addition the Chief Executive Officer will advise Hills Basketball Executive Committee members of any correspondence issued in relation to such a decision. The Chief Executive Officer will continue to monitor any further contact with the customer over the issue.

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 conversations 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.

Where a conversation 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 Manager will then discuss the matter with the Chief Executive Officer to determine what action should be taken with respect to the customer's behaviour. If, in the opinion of the Chief Executive Officer, any correspondence to Hills Basketball Association contains personal abuse, inflammatory statements or material clearly intended to intimidate, it will be placed on the relevant file and not otherwise acted upon.

6. MANAGING ANONYMOUS CUSTOMER ACTION REQUESTS

Customers can make anonymous action requests to Hills Basketball Association. These action requests, however, 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 the complaint and communicate the findings of Hills Basketball Association.



Hills Basketball Association will not normally investigate anonymous action requests 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.

7. CONFIDENTIALITY AND PRIVACY

All dealings with customers must abide by the Hills Basketball Association Privacy Policy.

8. INTERNET PAYMENTS

Hills Hornets Basketball Association uses eWAY to provide a secure environment for the authorisation of credit card transactions over the Internet. Confidential information including client credit card details are encrypted the moment they are transmitted from the client's browser to the banking network using industry standard SSL 128 Bit encryption.

A client's credit card details are not stored anywhere on the Internet and the only company who has access to this data is the merchant bank. The bank also sends confirmation information via the same encryption technology back to the client's browser. These secure processes provide clients with peace of mind when purchasing online.

9. GENERAL

In all of the situations referred to in this policy, adequate documentary records must be made and maintained on the appropriate Hills Basketball Association file.

Where the Chief Executive Officer determines to limit a customer's access to Hills Basketball Association in any of the ways specified in this policy, the Chief Executive Officer must advise the Hills Basketball Association Executive Committee as soon as possible of the relevant circumstances and the action taken.

