



# Customer Charter

November 2019



CUSTOMER  
SERVICE  
EXCELLENCE



## What the customer charter is

This charter provides a framework for LEDCOM's relationship with our customers. This charter outlines:

- What we will do for you;
- The standards of service you can expect; and
- In what timescale.

It also outlines, in turn, what we expect from our customers to enable us to meet our commitments to you.

## What we will do

Whether you contact us in person, or via telephone, email, written communication, text message, LinkedIn, Facebook, Instagram, or Twitter, LEDCOM will:

- Treat our customers fairly and respectfully.
- Communicate in a professional manner that is polite, friendly, and helpful to you.
- Ensure confidentiality.
- Ensure that our dealings with you are professional and considerate and we will do our best to meet any commitments we have made to you.
- Quickly assess your needs, provide relevant advice and advise if we may be able to help.
- Explain the support we can provide, the information we require, provide indications of how long each stage may take and ensure that you fully understand any information you are provided with. If we are unable to provide any support to you, we will let you know as quickly as possible and outline any reasons why.
- Keep you informed as quickly as possible if any additional information is required or if there will be any delays.
- Respond to any enquiries within the set timeframes.

These standards are applicable to all stages of your customer journey.

## What we expect you to do

LEDCOM expects you to:

- Treat our staff with respect.
- Provide any information requested within agreed timescales.
- Inform us of any change in circumstance or plans.

## LEDCOM's Customer Service Standards

LEDCOM is committed to providing excellent customer service and meeting the needs of our customers in a professional manner. The standards of service you can expect from us are broken down as follows, and are applicable to all stages of the customer journey.

### Staff

With respect to our staff:

- Our staff will be polite and helpful.
- Our staff will be professional.
- Our staff will treat our customers fairly.

### Information

With respect to information, we will:

- Provide a range of informative leaflets/sample materials and flyers about the range of services we offer, which will be available in the reception area at all times.
- Ensure information provided is clear and easy to understand.
- Update information regularly and accurately.
- Ensure our website is updated regularly with accurate information.
- Ensure our social media channels are updated regularly (Facebook, LinkedIn, Instagram, Twitter).
- Communicate information in a number of ways, including but not limited to flyers, pop-ups, banners, digital signage (on site), social media posts, newspaper articles.

### Customer Involvement

With respect to customer involvement, we will:

- Carry out customer satisfaction surveys, customer journey mapping and focus groups regularly with customers.
- Allow customers the opportunity to engage with us and leave comments/suggestions via our website.
- Publish performance data and seek customer input via our website.
- Ensure that feedback is incorporated into service delivery that is tailored to the needs and preferences of customers in so far as LEDCOM is able to.

### Calling in Person

With respect to calling in person:

- We will provide clean, warm and welcoming facilities and measure this.
- We will display and publish at LEDCOM sites information about any charges for public services i.e. photocopying, printing etc.

- The hours of business for LEDCOM office located at Willowbank are as follows:

Day	Opening Time	Closing Time
Monday	9am	5pm
Tuesday	9am	5pm
Wednesday	9am	5pm
Thursday	9am	5pm
Friday	9am	4pm

\*excluding public/bank holidays

- If you have a scheduled appointment, we aim to meet you within 5 minutes of your appointment time. We will inform you as soon as possible if there will be an unavoidable delay.
- If you are calling in person and do not have a scheduled appointment we will assist you as best we can to solve your query. If you would like an appointment, we will schedule this for you.

### Contacting by Telephone

With respect to calling by telephone:

- We aim to answer telephone calls by the fourth ring (on average) during office opening hours (excluding public/bank holidays) if the member of staff is in the office.
- If the member of staff you wish to contact is unavailable you will be transferred to their voicemail box where you will be given details of how to leave a message and when you can expect your call to be returned.
- We aim to respond to telephone messages within 1 working day if the member of staff is in the office. If the member of staff is off on leave, you can expect your call to be returned within 3 working days of their return. You will also be provided with details of an alternative member of staff who you can contact to deal with your query.

### Contacting in Writing or by E-mail

Whether in writing or by emailing:

- We aim to respond to written communications and e-mails within 1 working day of receiving your correspondence.

### Contacting by Text Message

When texting:

- We aim to respond to text messages within 1 working day of receipt.

### Contacting by Facebook, LinkedIn, Instagram or Twitter

When messaging via Facebook, LinkedIn, Instagram or Twitter:

- We aim to respond to messages received on Facebook, LinkedIn, Instagram and Twitter within 1 working day of receipt.

## Complaints

Concerning complaints:

- We aim to acknowledge complaints within 1 working day and respond to formal complaints within 10 working days of receipt.
- A secondary complaints handler will be appointed in the course of the primary handler being out of office to ensure speedy handling of any complaints received.
- We will endeavour to gender match customers with a suitable staff member should any complaints of a sensitive nature arise.

## Contact Information

### Business Address

Local Economic Development Company (LEDCOM) Ltd.  
Willowbank Business Park  
Willowbank Road  
Millbrook  
Larne  
County Antrim  
Northern Ireland  
BT40 2SF

Company Number: N.I. 18438

### Modes of Contact

Phone: 028 2826 9973

Email: [info@ledcom.org](mailto:info@ledcom.org)

Website: [www.ledcom.org](http://www.ledcom.org)

Facebook: [www.facebook.com/ledcomltd/](https://www.facebook.com/ledcomltd/)

LinkedIn: [www.linkedin.com/company/28797030/admin/](https://www.linkedin.com/company/28797030/admin/)

Instagram: [www.instagram.com/ledcomltd1/](https://www.instagram.com/ledcomltd1/)

Twitter: [www.twitter.com/ledcomltd](https://www.twitter.com/ledcomltd)