



# **Customer Service Policy**

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## Document History

Date	Version No	Detail Change	Updated by

## Introduction

When we started Office Space in Town, we wanted to build a company that reflected who we were as people and the ethics and morals that we live by. We aspired to build a business which was all about our clients and staff. We want the beautiful environments we build to be places where people are inspired to work hard and be focused, to endeavour to be great at whatever they are doing, be happy and energised, and to always consider others and make them feel special and individual. We knew that we would never reach the end of our journey because we would always be asking our clients and staff "What else can we do?" It's because we want each new project, we do to be better than the last, and that every day we look for new ways to make our clients say "WOW!"

Our core values are respect, excellence, dedication, and enthusiasm. These values are reflected in our employees and underpin everything we do as a business to fulfil our promise to deliver quality and professionalism.

## Policy Statement

The goal of our Customer Service Policy is to establish a set of procedures and standards for delivering and measuring the success of the service we provide. It is our responsibility and integral to the success of our business, that we provide excellent customer service to all our stakeholders. We understand the value of a good first impression and equally the value in nurturing long-term relationships by delivering exceptional service. To achieve success our values and standards must be embraced by every employee in the company from Directors to newly hired recruits. This policy outlines our customer service benchmarks across all roles within the business and the training and developing of our staff. Crucially this policy formalises our customer feedback and complaints procedures and how we measure success. To deliver excellent customer service we have to listen to our customers.

## Guiding Principles

### **First Impressions**

The way we interact with a customer for the first time sets the tone for the relationship thereafter. The first greeting through reception, the first phone call, the first sales inquiry, it is our first opportunity to make a positive impact on our customer and it is what they will remember.

### **Dependability**

We do what we say, when we say we are going to do it. We keep our customers updated and informed, we set realistic expectations and aim to exceed those expectations.

### **Awareness of our Environment**

We are always aware of our environment, ensuring it is always immaculate and organised.

### **Accuracy**

Taking time to record information accurately is imperative. Billing and administrative mistakes reflect poorly on the business.

### **Communication**

We always ensure a solid line of communication with our customers in person and over a number of platforms. Through frequent interaction and account management meetings, we must ensure our clients are well taken care of and know how to reach out to the team for services, assistance or issues. We operate an open-door policy at all of our centres and have a dedicated onsite team Monday to Friday.

### **Teamwork**

To take care of our customers, we must take care of our staff. We do this through our induction and training plans, team bonding events and personal and professional development.

### **Culture**

We take pride in creating welcoming, professional, and fun atmospheres in all of our centres for our customers and our employees. We engage our customers through social events, networking, offers and entertainment.

### **Dress Code and Presentation**

Our employees must be well presented and professional when they are at work. Our dress code policy details our presentation standards.

### **The 'WOW' Factor**

We are always looking for ways to exceed our customer's expectations. To make them happy and to make their experience with us memorable. It is what keeps our customers longer and keeps them coming back. We pride ourselves on the personal touches, gestures of kindness, knowing our customers and tailoring our service delivery to suit their needs.

## Why are customer service standards integral to our business?

Excellent customer service ensures we have satisfied and happy customers who take office space with us, stay with us and tell other people about us. Our goal is to build strong customer loyalty and for our clients to fly our flag. The way we make a customer feel when they are with us, from greeting them in the morning to managing problems can be the difference between keeping and losing them. We want everyone who comes into our buildings to talk highly of us outside of our buildings. Word of mouth is the most powerful sales tool we have.

## Our Customers

### Who are our customers?

Our customers are anyone who comes into our buildings and requires a service from us. Office clients, meeting room clients and our client's guests and visitors. We also have prospective customers that will come and view our office space.

### What is important to our customers?

It is important for our customers to be able to experience a high level of service. Our customers need consistency, trust, and honesty within this service. Our customers also need an understanding from us as to who they are, what they do and how we can help them.

### What are our expectations of our customers?

We expect our clients to enjoy their place of work. To respect us and our building and to treat others in the building as they would wish to be treated.

# Role Specific Standards

## Reception

<b>First Impressions</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Greet all clients and guests with a friendly and welcoming attitude.	We stand to greet a guest as they walk in with a smile, eye contact and welcoming attitude. If you are with another visitor or client, you must acknowledge those who have just entered with eye contact and a smile so they know you will be with them shortly.
<b>Dependability</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Building trust by following through, keeping clients informed and doing what we say we are going to do.	Client requests must be actioned or acknowledged within an hour, providing an estimated time of completion and updates when necessary.
<b>Awareness of your Environment</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Keep the reception area immaculate at all times and always be aware of who is waiting in reception and for how long.	Tidying up any debris, straightening leaflets and reading material, keeping deliveries organised and as out of site as possible, keeping a tidy and organised reception desk. Always scanning the area. Keeping note of who has signed in and who has been collected.
<b>Telephone Answering</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Answering call in a timely, professional, and friendly manner.	All calls must be answered within 3 rings, answered in the company name, politely. Before the call is passed on, you must ask for full name and repeat it back, where they are call from and who they need to speak to.
<b>Accuracy</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensure that billing and client services are executed and recorded with accuracy and attention to detail.	Taking our time, checking our work over. Recording details as soon as they happen. Billing mistakes reflect poorly on the business no matter how small. Mistakes with processing post and couriers can cost our clients time and money.

<b>First Impressions</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Greet meeting room guests personally.	Greet them at reception, show them to their room, run through the meeting schedule, IT and H&S.
<b>Dependability</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Building trust by following through, being reachable for requests and doing what we say we are going to do	Making sure meetings rooms are turned over and ready for the client on time. Dealing with client requests. Emails responded to and adhoc requests actions promptly. Meeting room pager must be with you at all times.
<b>Awareness of your Environment</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Meeting rooms must be immaculate at all times and conferencing facilities must be in working order and ready to use when requested. Meeting Room guests must not be left waiting in reception.	Carrying out standard meeting room quality checks as per the P&Ps to ensure quality and upkeep of meeting rooms and facilities. Always know who is waiting for you in reception and how long they have been there. Inform them if there is any delay or if they have arrived early acknowledge their arrival.
<b>Sales and Enquiries:</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Answer all enquiries promptly and politely.	Emails must be responded to within the hour. Follow ups must be booked in the system and cross selling must happen wherever possible. If you are on the floor or otherwise away from your desk for prolonged periods of time you must delegate another member of staff to monitor correspondence.
<b>Accuracy</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensure that billing and client services are executed and recorded with accuracy and attention to detail.	Taking our time, checking our work over. Recording details as soon as they happen. Our client charges translate into billing and billing mistakes reflect poorly on the business no matter how small. Mistakes with processing post and couriers can cost our clients time and money. Carrying out routine and month end checks of bookings, credits, discounts, and catering.

<b>First Impressions</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensure a successful transition from Sales to Ops	The GM will hand over, the OM should contact the new client on the same day to explain the process and next steps.
<b>Dependability</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Taking care of clients throughout their lifespan with us. Building trust by following through, keeping clients informed and doing what we say we are going to do.	Carry out Welcome Meetings and account management meetings. Emails and requests must be acknowledged within an hour, providing an estimated time of completion or escalation.
<b>Awareness of your Environment</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensuring the centre is immaculate, facilities are well maintained and in good working order and that the building is safe.	H&S and facilities checks are carried out weekly and monthly by the centre team. A comprehensive PPM schedule is managed throughout the year covering all mechanical, electrical and plant equipment. All faults and remedial works are logged and tracked via online system. All health and safety checks are carried out in line with HSE guidance and requirements. All contractor work is checked before they leave. We have our own cleaning company, Office Space Cleaning, to ensure the cleaning of our buildings meets our standards of excellence. All offices, communal areas and external areas are cleaned Monday – Friday, during the day and in the evenings. Additional painting, touch ups and cleaning is scheduled regularly and when required.
<b>Team Scheduling</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Drive teamwork and coordination	Daily team meetings to ensure the whole team is aware of all centre activities for the day, meetings, viewings, contractor works, move ins. Ensuring there are enough resources to cover the day's workload and scheduling lunch breaks and covering where team members are out on the floor and away from their desks.
<b>Accuracy</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensure that billing, receipting, and client services are executed and recorded with accuracy and attention to detail. Ensuring KH is up to date.	Taking our time, checking our work over. Ensuring you have booked time in your diary to complete administrative tasks with as little disruption as possible. Billing mistakes reflect poorly on the business no matter how small.



<b>First Impressions</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Reaching out to the potential client and preparing for their visit.	Confirming the viewing the day before. At the viewing stage, ensuring communal areas and offices look immaculate, knowing which offices you are going to show, informing the team, having any information materials ready, ensuring we as much as we can about the client before they visit. Viewing Standards are to sit down with the client in a meeting room or lounge and talk through their requirements. Share industry knowledge with them and add them on linked I after the tour.
<b>Dependability</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Following through with potential clients in a timely manner.  Taking care of clients throughout their lifespan with us.  Leading by example and driving customer service standards through the team.	Proposal must be sent on the same day with any additional information they requested.  Account management by maintaining relationships with clients and keeping in touch so you know what their plans are in advance.  Leading by example, ensuring the team is working to the customer service standards expect of them. Setting KPIs and objectives in team management meetings.
<b>Awareness of your Environment</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensuring the centre is immaculate, in good working order and safe.	Centre walk arounds weekly and monthly. Ensuring Ops are scheduling additional painting, touch ups and cleaning when necessary.
<b>Sales and Enquiries</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Answer all enquiries promptly and politely.	Emails must be responded to within the hour. Follow ups must be booked in the system and cross selling must happen wherever possible. You must ensure another GM is able to cover when you are off.
<b>Accuracy</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensuring invoices and licences are accurate and as per your discussions with the client. Ensuring the Sales CRM system is up to date at all times.	Taking our time, checking our work over. Ensuring you have booked time in your diary to complete administrative tasks and CRM housekeeping with as little disruption as possible.

## Café

<b>First Impressions</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Greet all customers with a friendly and welcoming attitude.	We greet with a smile, eye contact and welcoming attitude. If you are with another customer you must acknowledge those who have just arrived in the same way.
<b>Dependability</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Making sure orders are actioned and delivered promptly. Ensuring there is enough stock.	Ensuring there is enough staff manning the café and calling for support when needed. Regular stock checks and pre planning for busy periods.
<b>Awareness of your Environment</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Immaculate and tidy always.	Ensuring tables are turned over and ready for the next customer. Uniforms must be clean.
<b>Bookings and Events</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Ensure events run smoothly and enquiries and requests are responded to promptly.	Responding to emails within the hour. Following up on any outstanding requests or questions. Ensuring planning is done well in advance. Communication between MCR manager and Deck manager to ensure nothing is missed. Events must be set as per client request with schedules confirmed with the client and café team in advance.
<b>Accuracy</b>	
<b>What we do</b>	<b>How do we achieve this?</b>
Attention to detail and accurate billing.	Taking time and care when processing orders. Billing mistakes reflect poorly on the business no matter how small.

## Training and Guiding our Employees

Customer service comes from our people. It is vital that every employee in the business feels valued and understands the importance of their role in fulfilling the wider customer service strategy. Every decision must be carried out with a customer focus. We ensure that our policies and values are communicated through training and staff development. Our managers and directors lead by example and are responsible for establishing and maintaining a people focused culture. In addition, we achieve by putting a strong emphasis on personality during our interview process, ensuring a solid foundation through formal induction and training plans and ongoing personal and professional development.

### Induction and Training Packs

#### **Induction**

All managers will induct their new recruits as guided by the Induction Checklist. It is our policy that all staff should receive the same welcome to the business and training in a timely and organised manner. First impressions are imperative when delivering customer service, and the same applies to the first impressions we make to our new employees and the solid foundation we give them from the start.

The recruit will have their first day in their home centres, meeting their team and sitting down with their manager to go through necessary HR, OSiT policies, the induction schedule and training plan for the upcoming weeks and months. The Manager will lay out the business's expectations and the importance of customer service.

The recruit will then spend the next 1-2 weeks touring all Office Space in Town centres. This will allow them to build relationships with their colleagues early on and get a feel for how we work and our culture.

A formal welcome to the business meeting is carried out by our Quality and Standards Director. The director will get feedback from the employee on their experiences thus far and ensure their induction is being carried out in line with policy. The director will give an overview of the company and our ethos, our expectations of all employees and the importance of delivering excellent customer service.

#### **Training Packs**

A tailored training is in place for all roles within the centre team. These cover all aspects of the job from administrative to soft skills with an overriding focus on the customer. The employee's progress is evaluated using a traffic light system. The General Manager is responsible for ensuring the entirety of the pack is completed through delegating training to key members of the team. All employees must pass all sections of the pack to pass their probation.

### Staff Management

Daily team meetings are led by the Operations Manager to ensure the entire team is aware of the day's activities. This will include but is not limited to, busy meeting rooms, sales viewings, maintenance works etc... The goal is to ensure there is no disruption to our customers through the appropriate provision of teammates and time schedule management.

General Managers carry out monthly one to one meeting with all members of their team. The purpose of these meetings is to assess where the employee is in their training and personal and professional development. The GM will set KPIs and objectives and ensure necessary training is in place where gaps are found or opportunity for progression is noted. The GM and the OM will ensure the company ethos and values are understood by all members of the team. The Customer service policy will be circulated annually to staff members.

Annually, 365 reviews are carried out.

## Feedback

### Complaints Procedure

Email	<p><a href="mailto:Feedback(complaint)@officespaceintown.com">Feedback(complaint)@officespaceintown.com</a></p> <p>Once an email is received, an automated email will be sent saying “Thank you for your feedback, a member of staff will respond to your email within 24 hours” The email will then be visible to the management team to respond &amp; escalated where applicable</p>
Telephone	<p><u>0844 412 1796</u> (sales line)</p> <p>Will be answered by a member of the OSIT Team</p>
Details required -	<p>Contact Details including email address, nature of the complaint, centre.</p> <p>Template email sent to client the client straight after the call.</p> <p>Thanking them for their call &amp; the manager (for example) will be in contact within 24 hours.</p>
In Person	<p>Contact details taken by a member of the OSIT Team Notes to be taken and read back to the client to confirm (if required) or feed back form filled in &amp; copy given to client. Template email sent to client straight after the face to face meeting.</p> <p>Thanking them for their time &amp; will have a response within 24 hours.</p>
Letter	<p>Once a letter is received, a response letter will be sent saying “Thank you for your feedback, a member of staff will respond to your letter within 24 hours”</p> <p>The letter will then be scanned &amp; made visible to the management team to respond &amp; escalated where applicable.</p>
Feedback Log	<p>Feedback sheets will be created &amp; placed within Knowledge Hub – so that the forms may be accessed by the OSIT Team for completion &amp; tracked to ensure all clients complaints have been acknowledge, who is dealing with the complaint, has the complaint been resolved &amp; the client has been updated &amp; acknowledged.</p>

## Measuring Success

### Engaging with our customers

To ensure that we have an accurate record of our successes or areas for improvements, we must ensure that our teams are frequently engaging and asking for feedback. We can ask for email feedback or Google reviews from all clients that we speak with if we feel that we have gone above and beyond for that client. MCR's should also ask for feedback from every external client who uses our meeting rooms and also internal clients if we have organised a large event for them.

### Account management through client Lifecycle

Account Management is key to ensure that we are meeting all the client's needs and requirements. Before moving in a meeting is held to review everything prior to the client's move, this ensures that nothing has been missed. At the point of move in a client Welcome Meeting is arranged with the General Manager or Operations Manager where all the details relating to the office set up, an overview of all the H & S and other salient points relating to the building operations are provided. It is also good practice to pop up during the first week a few times to check the client has everything they need. This enables us to build a relationship with the client and make them aware that we are there to support them.

A second sit down meeting is arranged within 12 weeks of the client move in date, this will enable us to make sure that the client is happy and doesn't have any issues that they didn't feel they could bring to us.

Another Operations led meeting should take place with the client 5 months before the end of their contract, allowing the opportunity to rectify any issues prior to the renewal meetings which would normally take place 4 months before the end of the contract term.

### Surveys

An annual client survey is used to get a big picture overview of the way the clients feel we are running the centres and offering value for money. For a survey to be effective we must ensure that we have high client engagement so they will respond, and an accurate target audience is also imperative to get accurate data. Feedback on this survey is given to all the clients in the OSiT group as well on a centre by centre basis.

### Feedback Log

To ensure consistency, all feedback must be logged accurately and timely. Operations Managers are best placed to manage a feedback log, ensuring that ownership sits clearly with an individual and all feedback is fed to the operations team with GM's reviewing with the operations team on a regular basis.

### Complaints Resolution

All complaints must be forwarded to the GM and Ops Manager of the centre immediately upon receipt. If the complaint is made via email, it must be forwarded or if a verbal complaint is made to a member of staff, they must inform the GM or Op's manager immediately.

Upon receipt the GM and Ops Manager must discuss the complaint and formulate a plan of action to resolve. It is imperative that the person who has made the complaint receives acknowledgment on the day that the issue is raised.

If investigations need to be made, this must be articulated in writing to the individual, setting expectation levels of timings for updates or resolution. Once a resolution is achieved, it is good practise to ask for feedback on the complaints resolution process.