

# Customer Care Policy



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*'We spend more time at work than we do with our family and friends. Yet we leave much of our passion, energy and creativity at home. If we can't bring the best of ourselves to work, we're saying it's okay to be unhappy, bored or resigned for a big part of our lives'*

David White  
Wise prophet & business thinker

The Dome welcomes over one million visitors every year through our doors for a variety of activities, our visitors are our customers and we intend everyone of those people to become an ambassador for our vision and values.

Through our Customer Charter and Customer Service training we aim to be the best at what we do and ensure that all our customers, both external and internal, old and new, young and old choose The Dome.



We are committed to providing a quality experience every time you visit us.

It is important to us that you:

1. Find all our staff helpful and friendly
2. Enjoy your visit
3. Return to visit us in the future
4. Bring your friends

This will not happen unless we attain certain standards that all our customers should expect.

These standards are displayed throughout the building on our customer notice boards. Our staff are aware of these standards and have signed the charter as their pledge to our customers to uphold these standards.

Where possible we will provide feedback on how you think we are performing. If we are unable to keep our promises we will notify customers as soon as possible, explain why and attempt to offer an alternative.



**We promise all our staff will:**

1. Make you welcome and help you enjoy the facilities
2. Be courteous, highly trained and happy to assist you at all times
3. Provide clean, well maintained facilities
4. Listen carefully to what you say and involve you in our decision making
5. Charge prices that offer value for money
6. Serve you as quickly as possible
7. Respond to your written and telephone comments within 7 working days
8. Answer the telephone in a polite and courteous manner
9. Let you know if equipment is not available or out of order prior to use and try to make alternative arrangements
10. Maintain a balanced programme of activities and services, which cater for all our users



The Dome is keen to continuously improve, but to do this we need to know our customers views. To enable this process to be efficient and easy for customers we have established a number of ways to hear customer views.

### **Our Staff**

From the moment the building opens it's doors at 6am to our Fitness Village customers, the staff are available to deal with all customer expectations. Should you need assistance it is always useful to contact the Duty Manager in the first instance. The Duty Manager can be contacted from any reception point in The Dome and can deal with your comments quickly and efficiently during your visit, often resolving any queries or concerns while you are still at The Dome.

### **Express**

The Dome's express forms are displayed around the facility and are a one stop shop for customers to express their views on their visit, a staff member, a class or to let them get something off their chest.

Pens are available at all reception points or staff manned areas and staff will only be too happy to help you fill in the forms. Once the Express form is completed it can be deposited in any of the post boxes by the customer notice boards or handed in at reception. It is important that contact details are filled in by all customers to ensure communication is maintained.

All Express forms are dealt with, in the first instance by the Communications Officer, who will direct the form to the relevant person within the company.

### **Operations Managers Surgeries**

The values expressed in the Business Plan aspire to an open and honest management style, to this end the Managers at The Dome, every quarter host Manager's surgeries to deal with front line queries and comments. The surgeries are advertised on the customer notice boards and should a customer require they can book a time at reception.



### Customer Focus Groups

We understand that not all customers are comfortable making comments, therefore we have recruited the voice of the customers to attend quarterly meetings on your behalf. There are a number of groups who represent all the different customers who use The Dome.

### The Website

We appreciate that it is not always practical to make a comment on the day, therefore you can contact us via our website [www.the-dome.co.uk](http://www.the-dome.co.uk) and e-mail directly through to us.



### On the day . . .

All staff receive FISH training, The Dome's innovative approach to customer care and therefore are equipped to deal with all customer comments and queries. However dependent on the nature of your comment it may be beneficial to ask to see the Duty Manager who is empowered to deal with all customer comments quickly and efficiently.

### On the phone . . .

All literature, publicity and promotion includes our phone number 01302 370777. To handle the large volume of calls we receive we operate a call handling system that will enable easy direction for you to speak to the correct member of staff. All Managers do have direct dial lines too and are happy to pass to customers to improve this service.

If you choose to leave a message it is essential that you provide us with the following information:

- your name
- your contact phone number
- if you know, who you wish to speak to
- the nature of your call
- when it is best to contact you

### In writing . . .

All letters should be addressed to:

The Communications Officer  
Doncaster Dome Leisure Trust  
The Dome  
Doncaster Lakeside  
Doncaster  
DN4 7PD

### By Fax . . .

Our fax number is 01302 532239



### By e-mail . . .

You may wish to e-mail, should this be the case you may use the main address which is [enquiries@the-dome.co.uk](mailto:enquiries@the-dome.co.uk), alternatively every member of staff has their unique e-mail address and these are available at reception.



The Dome is committed to our staff and to ensure that they are best equipped to operate the facility we offer after induction, customer care training.

## Induction Training

There are core elements to customer service within the building induction. These are:

1. Always Smile!

It is the first thing a customer looks for and is essential in promoting our leisure environment

2. Listen

See all comments in a positive light. Be responsive and if necessary refer to your immediate line manager

3. Commitment

Be committed to treating all customers and colleagues in the manner in which they expect to be treated.

## FISH

FISH is an invitation to all our staff to make their working life better and ultimately those we share our work with, our customers.

The concept of FISH is rooted in four principles:

**PLAY**

**MAKE THEIR DAY**

**BE THERE**

**CHOOSE YOUR ATTITUDE**

Each principle underpins the basic premise that all staff have influence over their working lives and ultimately our customers.

