

EMMS International

Customer Care Policy

January 2013

Introduction

Supporters are the lifeblood of EMMS International and it's critical that we make them feel important and valued. All feedback is of huge value to the organisation and it's therefore essential that we handle complaints and comments in a positive, open and transparent way.

Our aim is to provide the best customer service to supporters. We won't always get things right, and when things go wrong, we need to respond to this, learn from our mistakes and make the supporter know that we take things seriously. We also want to build on positive feedback where supporters tell us we are getting things right.

EMMS International is fully committed to the principles set out in the Institute of Fundraising "Fundraising Promise" and Code of Fundraising Practice. We want to provide the highest standards of customer care, and to this end will adopt the customer care standards set out below, in addition to those set out by the Institute of Fundraising.

Underpinning this policy is a desire to behave as God wants us to. The primary reference points for this are chapters 12-16 of Romans. In these chapters, the Apostle Paul sets out some practical guidance on how we should live out the Gospel:

1. Taking personal responsibility.
2. Loving & serving others.
3. Using our spiritual gifts.
4. Being good citizens.
5. Helpful to others.
6. Unity with him and each other.

This policy sets out what our responsibilities are as individual members of staff, the standards that underpin our commitment to excellent customer care, and the formal Complaints and Comments Procedure that we will use to manage all customer feedback.

Employee Commitments

As employees of EMMS International, we will seek to provide the best possible standards of care to all of our supporters. We will do this by:

1. Providing a welcoming and professional customer service to our supporters and partners.
 - a. *And I have been a constant example of how you can help those in need by working hard. You should remember the words of the Lord Jesus: 'It is more blessed to give than to receive. (Acts 20:35)*

2. Acting in a polite and courteous manner at all times.
 - a. *Instead, be kind to each other, tenderhearted, forgiving one another, just as God through Christ has forgiven you. (Eph 4:29)*
3. Making every effort to resolve customer problems on the spot.
 - a. *Do all that you can to live in peace with everyone. (Rom 12:18)*

Customer Care Standards

We will aspire to deliver the highest possible standards of customer care at all times. We will achieve this through:

1. Highly motivated & well trained staff.
 - a. *For I can do everything through Christ, who gives me strength. (Phil 4:13)*
 - b. *Commit everything you do to the Lord. Trust him, and he will help you. (Ps 37:5)*
2. Regular review of our service through regular monitoring of supporters views.
 - a. *Keep on asking, and you will receive what you ask for. Keep on seeking, and you will find. Keep on knocking, and the door will be opened to you. (Mat 7:7)*
3. Co-operation with other partners where this is in the best interest of our project partners.
 - a. *How wonderful and pleasant it is when brothers live together in harmony! (Ps 133:1)*
 - b. *At last the wall was completed to half its height around the entire city, for the people had worked with enthusiasm. (Neh 4:6)*
4. Encouraging positive and negative feedback from supporters and partners.
5. Asking our supporters what their contact preferences are, and adhering to these.
6. Regularly keeping supporters informed about our work and how well we are doing.
7. Meeting the needs of supporters with visual impairments through the provision of large print and audio information.

What Happens When Things Go Wrong:

When things do go wrong, we will endeavor to resolve any complaint as quickly as possible. We will do so as follows:

1. We will do our very best to resolve all problems on the spot.
2. Where we cannot resolve a problem immediately, we will respond within 3 working days.
3. We will make it as easy as possible to give us feedback, by using the Complaints & Comments Procedure set out below.

Complaints & Comments Procedure

A complaint or comment can be received verbally, in writing or through social media channels used by EMMS International (currently Twitter & Facebook).

Responsibilities:

“But our bodies have many parts, and God has put each part just where he wants it....All of you together are Christ’s body, and each of you is a part of it.” ! Corinthians 18 & 27

All members of staff are responsible for receiving complaints & comments, and responding to them in the first instance.

The Office Manager will be responsible for investigating all complaints and drafting a response on behalf of the Chief Executive.

The Chief Executive will sign all responses to comments and complaints. If the Chief Executive is unavailable, responses will be signed by the Director of Fundraising, Director of Finance or Director of International Programmes (in cascade order).

Process

1. All complaints and comments must be logged and an acknowledgement sent to the supporter within 1 working day, summarising the details of the comments or complaint and detailing when a response will be sent (where applicable). Where the complaint has been resolved, the response will be a summary of the complaint and the action taken and be signed by the Chief Executive.
2. The Office Manager will investigate complaints on behalf of the Chief Executive, and a reply will be sent within 3 working days of receipt of the complaint.
3. If the complainant is not satisfied with the initial response, they may seek further clarification from the Chief Executive. This will be responded to within 3 working days of receipt of the complaint.
4. If they remain unsatisfied and wish to take the matter further, they should write to the Chairman to seek resolution; the Chief Executive should advise the chairman accordingly.
5. If the complainant is not satisfied with the Chairman’s response, and the complaint relates to fundraising, they should be advised to contact the Fundraising Standards Board, within 60 days of receiving our response. Where the complaint does not relate to fundraising, the Chair and Chief Executive may offer to meet the complainant to try to resolve their complaint.

6. If a complaint is referred to the FSB, the FSB Secretariat will investigate and report within 60 days of receiving it. If the complainant is still dissatisfied, the complaint will be referred to the FSB Board, who will review it and report within 60 days of it being referred to them. EMMS International is committed to assisting the FSB, in any way whatsoever, to enable a satisfactory resolution to the complaint
7. In the event of a complaint being submitted to the FSB, the Board of EMMS International will be informed by the Chief Executive and be requested to review the complaint and our response. They should decide whether they should make a submission to the FSB or not.
8. For complaints received/made through Social Media, the Marketing & Communications Officer will:
 - a. Direct the complainant to the Office Manager so that the conversation can continue offline (i.e. if received via Twitter); or
 - b. When it's not appropriate to direct the complainant to the Office Manager, continue the conversation online (i.e. if received via Facebook)
9. All complaints received via social media platforms will be managed as follows:
 - a. Acknowledged as soon as possible by the Marketing & Communications Officer.
 - b. When appropriate, the Marketing & Communications Officer will then direct the complainant to the Office Manager so that the conversation can continue offline.
 - c. When it's not appropriate to redirect the complainant to the Office Manager (offline), the Marketing & Communications Officer will continue the conversation online (seeking advice from other departments if required).
 - d. Where necessary the Marketing & Communications Officer will inform the complainant that EMMS International's social networking services are not channels for complaints (fundraising or otherwise).
 - e. The Marketing & Communications Officer will then notify the Office Manager of the incident and any action they have taken as soon as possible.
 - f. The Office Manager team will then take appropriate action as described in points 1-7 above.

Feedback from Partners

EMMS International is committed to providing excellent customer service to our partners as well as supporters. Where partners wish to provide positive or negative feedback to EMMS International, they should follow the following procedure:

- a. Partners should initially raise their comments through the Director of International Programmes who will try to resolve any complaint and respond within 5 working days.
- b. Where the partner remains unsatisfied, they should raise their concerns with the Chief Executive, who will investigate the complaint and respond accordingly. The Chief Executive will respond within 5 working days.
- c. Where a complaint cannot be resolved through the above, EMMS International and the partner may seek to resolve the complaint through mediation.

- d. Where they wish to pass on positive feedback to EMMS International, they should forward their comments to the Director of International Programmes who will respond accordingly.
- e. The Director of International programmes will notify details of all partner feedback to the Office Manager for monitoring purposes.
- f. All Project Agreements will make it clear that all projects must clearly publicise how staff and users can submit feedback to EMMS International as stated in (a) to (e).

Monitoring

The Office Manager will maintain a summary of complaints and comments, together with details of response times and a summary of the type of complaint. These will be reviewed quarterly by the Senior Management Team and a summary included in the quarterly Board performance report.