

## Customer Charter

**To enable Swindon Direct to deliver the best possible service to our customers, we have developed a Charter of Service Standards**

### Our Charter states that:

- All customers will receive a pleasant and courteous service at all times
- We will provide an efficient and effective service to meet the needs of all our customers
- All our staff will identify themselves by badge or by name
- Customers will receive the right information first time, every time
- We are continually working towards delivery of services that are easily accessible to all sections of the community

### We will aim:

- To attend to 80% of our customers within ten minutes of visiting Swindon Direct
- To answer 80% of telephone enquiries within 20 seconds
- To achieve national accreditation in Customer Service by the end of 2008, to give you, **our customer** a continually higher standard of service
- All comments and complaints will be used to help improve the quality of our Services