

Customer Charter Policy



Current version:	V2
Team:	Marketing & Communications
Owner:	Head of Marketing and Communications
Author:	Customer Experience Officer
Date effective from:	01/09/2022
Date of last review:	01/05/2024
Date of next review:	01/05/2027

Record of changes

Version	Date	Changes
V1	01/09/2022	First version
V2	01/05/2024	Updated Company Values and reformatted

The Outdoors Group Ltd. Not to be reproduced without permission or reference.
Company number: 10755829

Contents

Introduction	3
Context.....	3
Associated Outdoors Group documents.....	3
Aims	3
Scope.....	3
Our Customer Charter Policy	4
Our commitment to you.....	4
How our purpose statement and values shape your expectations	5
What we need from you.....	5
Our service standards.....	6
Complaints about The Outdoors Group.....	6

Introduction

Context

A Customer Charter outlines what we will do, what you can expect and when you can expect it. Our Customer Charter includes the following sections:

- What is the Customer Charter?
- Our commitment to you
- How our purpose statement, vision and values shape your expectations
- What we need from you
- Our service standards
- Complaints about The Outdoors Group service

Associated Outdoors Group documents

- [Complaints Policy](#)

Aims

This Charter outlines:

- what we will do for you.
- the standards of service you can expect; and
- the expected timescales.

It also outlines what we need from you to enable us to meet our commitments, and our aims regarding a complaint about us.

Scope

The Customer Charter affects all employees of The Outdoors Group in all activities relating to customers, whenever they meet customers.

Our Customer Charter Policy

Our commitment to you

- In observing good practice regarding customer engagement, we will ensure that correct processes are in place to receive and action your requests/queries and suggestions/complaints.
- We will seek to identify our customers' requirements and offer the most suitable products and services to meet those needs and impart value.
- We will ensure a professional experience, conducted by friendly and courteous staff who treat customers fairly, openly, and honestly.
- We will clearly explain what information we need from you and will clearly communicate our processes.
- We will provide and promote a high standard of customer service and continuously monitor those standards.
- We will maintain the confidentiality of our customer information (except where disclosure is required by law).
- We will provide timely feedback and/or resolution that is clear, concise, and accurate.

How our purpose statement and values shape your expectations

Since our inception in 2009, our philosophy and practice has developed and evolved in accordance with the needs of our attendees. Exploring life-lessons through practical skills and group engagement, key to our delivery has always been rooted in a holistic approach, addressing social and emotional wellbeing and development to promote rounded, confident and resilient learners that are considerate of the community they are a part of and the environment that we all share.

- ✓ In line with our philosophy, you can expect us to:
 - Achieve our purpose statement to reconnect people, planet and purpose to create an awesome future.
- ✓ Follow our values to:
 - EMPOWER GROWTH: We seek out and embrace growth and strive to continuously change, evolve and improve. We believe mistakes are positive as long as you learn from them.
 - DO THE RIGHT THING: We are guided by solid moral compasses. We stand for what is just and right and hold ourselves to a high level of ethical standards.
 - PROMOTE SUSTAINABILITY: by making decisions that last longer than we do. We work smartly, take care of our team and our environment, and have fun in order to ensure the sustainability and success of our organisation and the planet.
 - INNOVATE AND CREATE: We innovate and push for boundless creativity through curiosity, cultivating intuition and encouraging unique perspective.
 - CREATE AN AWESOME COMMUNITY: We believe in the power of the communities we create and serve, our community of team members, and giving back to the communities we live in.

What we need from you

In return for our commitments above, we will need you to:

- treat our staff with courtesy, honesty, and respect.
- provide any information we request as quickly as possible for us to provide our products and services.

Our service standards

- Our staff will be polite, friendly, and professional and treat everyone fairly.
- We will aim to answer 85% of calls to 01392 715940 within 20 seconds.
- We will aim to contact you within two working days of receiving correspondence by email or via social media.
- If you leave a voicemail between 9am and 4pm, we will aim to return your call within 3 hours.
- If you leave a voicemail after 4pm or outside office hours, it will be returned the next working day by a member of our team.
- If you have a scheduled appointment, we will aim to meet you within 5 minutes of your appointment time.
- If your enquiry or request is not covered by our current product or service offering, we will give you the contact details of an organisation that may be able to help you.
- We will write all correspondence in plain English and will be easy to understand.

Complaints about The Outdoors Group

- We will aim to acknowledge receipt of your complaint within three working days.
- We will aim to provide a formal response within ten working days.

For further information about our complaints policy, please visit <https://www.outdoorsgroup.co.uk/policies/>