

# CUSTOMER SERVICE CHARTER



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## PURPOSE:

**To ensure we respond to people in a timely, consistent way, building trust and showing we care.**

This charter not only demonstrates to customers what they can expect from us, but also acts as a guide to us, outlining what is expected and how we can collectively contribute to the delivery of exceptional customer experiences.

<b>Sets expectations</b>	Clearly defines what customers can expect in terms of service quality, response times, and complaint resolution
<b>Ensures consistency</b>	Provides a framework for consistent service delivery across all interactions and touchpoints.
<b>Improves customer experience</b>	By outlining clear standards and procedures, it helps us manage customer expectations and deliver a better service
<b>Provides accountability</b>	Gives us a point of reference for customers to hold the organisation accountable for its commitments.
<b>Guides us</b>	Acts as a roadmap for us as a team, outlining their in delivering excellent customer service and fostering a customer-centric culture

By clearly defining expectations and procedures, it helps ensure that members receive the same level of service excellence regardless of who they interact with or when.

**It will also elevate confidence, as members** know what to expect from our service, as we demonstrate that we take member satisfaction seriously and is committed to meeting their needs.

## CUSTOMER SERVICE AIMS

Our aims are to provide a high level of customer service which is professional and approachable for affiliated members and the general public who require help, advice and information on any aspect of Taekwondo services or activities.

We are committed to providing a high quality service that satisfies all customer enquiries by giving clear, consistent, accurate and prompt information.

## WHY THIS MATTERS

Our members, stakeholder, and colleagues deserve timely, respectful communication. It's about more than efficiency, it's about living our values every time we hit "reply".

This charter sets out our minimum service expectations and links directly to British Taekwondo's values.

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## HOW THIS SUPPORTS OUR VALUES

<b>Integrity</b>	We build trust by replying promptly and transparently, even if it's to acknowledge and follow up later. Silence undermines confidence
<b>Excellence</b>	High-quality service includes good communication. Being clear and timely helps clubs, members, and colleagues get what they need
<b>Unity</b>	Quick, respectful replies show we value everyone's time, building a stronger, more connected community
<b>Inspiration</b>	Our members and partners are more likely to engage when they feel heard. Being responsive sets the tone
<b>People</b>	We show we care by respecting others' queries and making the effort to reply. It's a simple but powerful act of recognition

## MINIMUM SERVICE LEVELS

<b>Contact</b>	<b>Acknowledge</b>	<b>Full reply</b>
<b>Email (ext)</b>	1 working day	3-5 working days
<b>Email (int)</b>	Same day	2-3 working days
<b>Phone/voicemail</b>	Same day (9-5) - Call back if missed	2-3 working days
<b>Zen Desk</b>	Automated response	3-5 working days
<b>Social media</b>	1 working day	Escalate if needed
<b>Complaints</b>	Automated response	As per below policy

## COMPLAINT HANDLING PROCEDURES

If someone has a complaint, they should follow the procedure in the following document

<https://www.britishtaekwondo.org.uk/policies-documents> > Policies & Documents > Complaints

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## EXPECTATIONS AND GOOD HABITS

- Keep your tone human, respectful, and helpful
- Point people to the Zen Desk where possible for consistency
- Update your out-of-office (and shared calendars) when you're out-of-office
- Take ownership of issues you see, or help signpost to someone who can
- Let colleagues or members know when delays are likely
- Prioritise people: they remember how we made them feel

## REVIEW

We'll review this regularly to see what's working and what needs improving.  
Responsiveness is everyone's responsibility and small changes can make a big difference.

**Being responsive is part of who we are.**