



Customer Care Policy & Complaints Procedure

AquaKidz is committed to an efficient, responsive, and supportive service for all our customers and wherever possible to exceed customer expectations.

What is Customer Care?

A customer is anyone who attends our swimming lesson provision or contacts our team for support, information or advice. Generally, customers will request information about the swimming lesson provision including dates, times, costs and how to book a course. Customers can contact AquaKidz by telephone, e-mail, via the website or face to face.

The quality of the service should be consistent and not be dependent on who is responding to their enquiry. People want a good quality service with efficient administration. Any requests for information or advice must be dealt with as quickly as possible – providing accurate information. We will always strive to meet these expectations.

Customer care means providing good quality services in a friendly, efficient and helpful way, continually striving to improve services, by ensuring good communication and a positive attitude to customers.

Our Customer Care Principles

The foundation for delivering quality services and projecting a good image to our customers is to adopt clear standards which everyone must adhere to:

- Be attentive, polite and courteous.
- Be honest and fair in dealing with customers.
- Ensure that all published information is correct.
- Respond quickly to requests for information.
- Record and monitor complaints and comments.
- Explain our services and keep the public informed of what is happening.
- Ensure complaints are dealt with openly and fairly.

- All staff should refer any serious matters to their line manager

Customer Enquiries

We aim to deliver a personal service to our customers whenever you contact us with an enquiry. When you speak to a member of our team they will always try to resolve your query first time. If this isn't possible, they will take responsibility for making sure that they source the correct information for you as quickly as possible.

- Contact via Email: We aim to respond to an email enquiry within 2 working days
- Contact via Telephone: The office is not manned 24 hours a day. If we are unable to answer the phone please leave a message and we will endeavour to get back to you within 2 working days.
- Contact via the Website: Our website is a key source of information for customers and we accept responsibility to keep the information accurate and up to date. The aim of the 'contact us' forms on the website is to get your enquiry to the most relevant person.

Customer Complaints

We take every care to ensure we are delivering a high standard of service but are aware that there may be occasions that we do not meet both your and our expectations. In this instance please raise your concerns with us immediately so that we can address them, respond positively, and rectify any mistakes made.

Our Customer Complaints Procedure has the following goals:

- To deal with complaints fairly, efficiently and effectively;
- To ensure that all complaints are handled in a consistent manner throughout;
- To increase customer satisfaction;
- To use complaints constructively in the planning and improvement of all services.

How to Complain

Aquakidz would like to sort out any complaint as soon as possible. Many complaints can be resolved informally. We appreciate there is limited time between lessons to be able to speak to a teacher directly. In the first instance, contact the Swim School Manager or the AquaKidz Head Office either over the phone 0560 3852580 or via email swim@aquakidz.co.uk

If you are not satisfied with the outcome of an informal approach or if an informal approach isn't appropriate due to the seriousness of the complaint we would encourage you to use our formal procedure as follows:

1. A written complaint should be sent to the relevant Swim School Manager.
2. You will receive acknowledgement of your complaint within 7 working days.
3. You may be contacted to make sure that we have understood your complaint properly.
4. The complaint will be fully investigated by a member of the management team (you may be interviewed by the person investigating the complaint)
5. You will receive a response to your complaint within 28 working days of its receipt in writing. Any extension of this time limit requires your consent.
6. You can appeal this decision within 7 days of receiving our response. You must tell us in writing that you want to appeal and the reasons why. The complaint will then be reviewed by a different manager who will look at all the relevant information and make a final decision.

However, if as a result of your complaint, disciplinary proceedings are taken against a member of staff, an internal procedure will apply. You will be informed that disciplinary proceedings have taken place, but as these proceedings are confidential, you will only be informed of the details or outcome of matters outside of this procedure.

Zero Tolerance

This policy details how we are committed to treating our customers in a fair and positive way whilst managing actions that may result in unreasonable demands on our services or on our staff. The unacceptable behaviour of customers can sometimes make it difficult for us to deal with the issue or complaint in question so we want to make our standards very clear to ensure a positive outcome for all.

We will not tolerate any form of unacceptable behaviour during any form of contact, this could be as follows:

- Face to face contact
- During a telephone conversation
- Contact via email or live chat on our website.

Unacceptable behaviour can be as follows:

- Aggressive or abusive behaviour

- Unreasonable demands
- Unreasonable levels of contact
- Unreasonable use of the complaints process.

We will take the following actions when appropriate:

1. If a customer becomes aggressive or physically violent towards staff, we will report this matter to the Police and will cease all communications with that person
2. When a customer behaves in an unacceptable manner towards a member of staff, a warning letter will be issued explaining that their behaviour is unacceptable and will not be tolerated, our records will be updated accordingly.
3. If the unacceptable behaviour continues after a warning letter has been issued by us, we reserve the right to refuse our services.

Monitoring and Review

AquaKidz is committed to continual improvement; all complaints are reviewed to prevent reoccurrence, to improve the suitability and effectiveness of our policies and procedures and to contribute to the development of qualifications that are fit for purpose and meet the needs of our customers.

Details of all complaints will be processed and stored in line with our Data Protection Policy.

Please also see our Safeguarding Policy and Equity Policy.

The Extent of the Policy

This Policy does not form a part of any employment contract with any employee. The Swim School reserves the right to amend and update this Policy at any time.