

1 February 2010

Customer Service Charter Performance Review 2009

Introduction

2009 is the first year that B&A has prepared a Customer Service Charter Performance Review Report which outlines the Company's performance against the customer commitments as set out in the 2008 Customer Service Charter and Policy and Procedure.

The customer commitments contained in the Charter were developed by analysing customer feedback forms and findings from customer and employee research studies done internally.

Scope and Objective

This report was prepared by the Marketing Director at Bruniquel & Associates

The Company is committed to providing every client - internal as well as external - with access to the services that they need and want, supported by the best possible customer service.

To help fulfil this commitment, we annually review our Customer Service Charter and Policy and Procedure to ensure that it reflects the level of service that customers can expect from us.

Our promise to you as stated in our Customer Service Charter

1. PROMPT RESPONSE

- a) We will respond to enquiries on the day that we receive them. If we are unable to respond to your telephone call within this time we will ensure a relevant person will contact you within one working day.
- b) We will provide a full quote and specification of a product or service within 2 working days if no customization is required, otherwise, we will provide the quote within 5 working days.
- c) If the response time is going to be longer, we will inform you and advise you when you will receive a detailed response.
- d) We will make every effort to respond to any complaints within 1 day.
- e) We will keep pre-arranged appointments.

2. COMMUNICATION WITH OUR CLIENTS

- a) We strive to ensure that our training materials are kept up to date and those we provide the most up to date, relevant information on research changes in labour legislation and case law developments.
- b) Our free monthly electronic newsletter - *The Communicator*, aims to provide clients with useful articles, which they can circulate within their organisations on relevant topics. The newsletter also aims to inform clients of our products and services, special offers and new or updated products as they become available.
- c) Our website - www.bruniquel.co.za is aimed at keeping our clients and other interested parties informed of our products and services.
- d) Our staff will promptly respond to telephonic queries.
- e) Presentations on our services can be conducted at our premises or at client's premises.
- f) In order to maintain regular contact, learners' certificates will, for the most part be hand delivered by consultants.
- g) After completion of training, in the event of them encountering problems, learners are encouraged to contact their trainer for free telephonic advice. If the matter is too complex to be dealt with in this way, the learner will be advised accordingly and given an indication of the cost of a face-to-face consultation.

- h) We receive feedback from our clients in a number of ways. These include written comments by email, fax or letter and oral feedback from training courses and meetings with clients.
- i) In addition we hold regular meetings with our staff, franchisees and agents to evaluate client feedback received, so as to improve our products and service and to develop new products to meet market needs identified.
- j) We also conduct surveys of our clients from time to time to help us identify specific needs and their perceptions of our products and services. These surveys provide valuable data help us monitor our progress.

3. TRAINING COURSE FEEDBACK

- a) B&A training facilitators require learners to complete anonymous course evaluations at the conclusion of each training course. The results of these evaluations are analysed with a view to improving the product and service delivery. During training courses, training facilitators are expected to make a note of any problems or performance barriers raised by learners. These will be discussed with our director/our franchisee's director and the client's representative who commissioned the training.
- b) Where serious problems exist, on request, a feedback report with recommendations may be submitted and a follow up meeting arranged between the course leader, our director/our franchisee's director, and your representative and relevant management. The purpose of such meetings is to enable us to provide feedback on the performance barriers raised by learners during the training courses and to advise you on how best to resolve the issues raised.

4. PERFORMANCE MEASUREMENT

- a) We undertake to measure the extent to which our commitment to Customer Service is adding value to our clients and our own business.
- b) We will:-
 - a. Ensure that contact is made with every client at least once every three months.
 - b. Our client database is regularly updated to ensure correct people receive our communications.
 - c. Investigate and attempt to resolve all complaints to the satisfaction of our clients.
 - d. All training courses are followed up by way of a questionnaire to clients and delegates to ensure feedback and client satisfaction.
 - e. Ensure that Service Level Agreements retainers and where possible for big training projects.
 - f. We pride ourselves by always putting the customer first. Should you have any concern that we can assist you with you can contact us on 031-3094627

FEEDBACK ON OUR PROMISES

Promise 1: PROMPT RESPONSE

- A customer service survey was sent to our top 35 customers
- 69% our customers responded
- An average CSI score of 99% for service excellence
- 100 % of our customers felt that their queries were responded to on the day we received them
- 85% of our customers confirmed that they received a full quote including the specification of the product and service within 2 working days.



Promise 2: COMMUNICATION WITH OUR CLIENTS

- We are proud to report that we are available from 07:00 to 17:00 from Monday to Thursday and from 07:00 to 16:00 on Friday.
- Consultants allow for calls on their cell phones up to 20:00 Monday to Thursday
- 89% of our customers agreed that B&A strives to ensure that we keep our training materials up to date.
- 92% of our clients were informed of the new B&A products this year.
- 52 % of our clients receive our monthly Newsletter and of this group 100% felt the articles were beneficial. The remaining 48% have been added to our database
- No appointments were missed and all deadlines were met.
- 89% of telephone queries were responded to promptly.

Promise 3: TRAINING COURSE FEEDBACK

- 78% of our customers were given an opportunity to give feedback to our courses
- 44% of our customers have asked for feedback from our consultants on the course.
- 70% of certificates done after the courses were hand delivered to clients and the remainder sent registered post.

Promise 4: PERFORMANCE MEASUREMENT

- 89% of our customers have been contacted on a regular basis (at least every three months)
- Every single one of our customers who completed a Survey felt that B&A perform with a high level of integrity, professionalism at all times and 100% of our customers are satisfied with the quality of the service we are providing.

Thank You for your loyal support. We look forward to delivering and improving on our service in the year to come.

C. Johnson
Marketing Director
Bruniquel & Associates

