



CSBA CUSTOMER SERVICE POLICY

PHILOSOPHY STATEMENT

CSBA service philosophy is to provide the highest quality Customer Service at all times.

POLICY OBJECTIVES

1. To ensure that when dealing with customers all staff respond in a courteous, consistent, timely and fair manner and satisfy all reasonable requests from customers.
2. To ensure that CSBA resources are used efficiently and effectively when dealing with customers.

EXECUTIVE SUMMARY

1. Overview:
The aim of the Policy is to establish a standard approach to managing contact with customers.
2. Service Commitment:
This Policy applies to CSBA Board Members as well as all staff, to treat customers in a professional and ethical manner with courteous and efficient service.
3. Service Undertakings:
Service Undertakings give examples of situations that can occur in CSBA and describe how to give customers consistent service.
4. Types of Customer Service:
Explains how staff provide efficient customer service by telephone, written or face-to-face communication.
5. Dealing with Difficult, Rude, Abusive or Aggressive Customers:
Recognises that difficult situations can be encountered and must be dealt with discreetly and with decorum. It also provides for the General Manager to exclude dealings with particularly difficult customers.
6. Managing Anonymous Customer Action Requests:
Explains that anonymous requests from customers will not normally be actioned unless the issue places the public safety at risk or raises a serious matter.
7. Confidentiality and Privacy:
Acknowledges the existence of CSBA's Privacy Policy.
8. General
Covers adequate documentation and any further action required.



1. OVERVIEW

The purpose of this policy is to outline CSBA's "can do" approach to customer service and establish a standardised approach to managing contact with customers. For the purpose of this policy, customers can be defined to include individuals and organisations to whom CSBA provides service. Customers include players, officials, daily visitors, schools as well as people passing through the Alexandria Basketball Stadium. Internal customers include other CSBA Departments and members of staff.

CSBA's dual role as a service provider and a regulatory body can create situations where not all customer requests can be met. However, CSBA has an obligation to provide customers with an accessible, fair and equitable mechanism to access services, make service requests and obtain assistance. The establishment of a standardised, courteous and professional approach to the management of customer contact, in conjunction with clear policies and procedures, will facilitate the achievement of CSBA's obligation to its customers. This will enhance CSBA's image and provide customers with a positive experience of CSBA.

2. SERVICE COMMITMENT

All CSBA staff and CSBA Board Members provide service to CSBA customers either directly or indirectly.

All CSBA staff and CSBA Board Members must strive to meet the needs of our customers in a professional and ethical manner with courteous and efficient service. CSBA staff and Board Members will:

- a) treat all customers with respect and courtesy
- b) listen to what customers have to say and determine the exact nature of the request
- c) respond to customer enquiries promptly and efficiently
- d) act with integrity and honesty when dealing with customers
- e) provide relevant and timely feedback to the customer

3. SERVICE UNDERTAKINGS

CSBA staff and CSBA Board Members aim to project a professional image at all times. To give customers consistent service experience, CSBA endeavours to:

- Demonstrate respect, courtesy, patience, attentiveness, consideration and sensitivity to the customer at all times that is appropriate to the age, culture and linguistic background of the individual /group.
- Identify customer needs and expectations
- Provide the local community with advice and other information that is clear and concise
- Take appropriate action and respond in accordance with organisational policies and procedures with minimal inconvenience to the customer
- Make decisions using processes that are consultative, impartial and otherwise ethical
- Adopt fair, lawful and appropriate procedures when making decisions, carrying out activities and performing services



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- Be sensitive to any language or other communication difficulties experienced by members of the local community when providing advice and other information. If necessary, provide bilingual or other assistance as required.
- Be sensitive to any members of the local community with disabilities when providing advice and other information.
- Present a positive image of CSBA to the public
- Demonstrate professionalism when dealing with difficult customers
- Act in accordance with the law and CSBA's Code of Conduct
- Respond to customer enquiries promptly and efficiently, within allocated timeframes

4. TYPES OF CUSTOMER SERVICE

Customers contact CSBA for a wide variety of issues ranging from enquiries and requests for information or advice, to the provision of direct services, i.e., Development products, competition queries, registrations, etc.

(1) Telephone Calls

CSBA recognises the importance of telephone calls and will answer all calls promptly and efficiently, referring calls to the appropriate staff member quickly and providing clear and concise information in response to caller enquiries. CSBA endeavours to:

- Advise all callers of the name of the person answering the call, or making the call where it is outgoing from CSBA
- Deal with the call, redirect the call or take a clear message from the caller as required
- Ensure all messages include details of the caller's name, contact number and message as well as details of who took the message and when
- When calls cannot be fully responded to immediately, give clear advice to the caller about when the caller can expect a response
- Put calls on hold for the minimum amount of time possible
- Speak clearly, deal with customers calmly, courteously and patiently, even when the callers are angry, aggressive or distressed
- Respond to telephone messages within one business day
- Change voicemail message(s) when staff are absent on an extended period of leave

(2) Written

CSBA recognises the importance of correspondence (letters, facsimiles and email messages) and will provide clear and concise responses promptly. CSBA endeavours to:

- Provide a response to all matters within five (5) working days of receiving the correspondence if the item requires a response.
- Ensure that all outward correspondence includes the name and contact details of the staff member dealing with the matter
- Use language that is clear and concise



(3) Face to Face

CSBA recognises the need to promptly serve members of the public who come to CSBA to seek information or transact business. CSBA will endeavour to have staff members available to the public during office hours and at designated times.

CSBA endeavour's to:

- Make staff available for interviews by prior arrangement
- Attend to members of the public at the customer service help desks in a professional and helpful manner and within five minutes of arrival at reception
- Promptly advise staff if there is a member of the public in the reception area for an appointment
- Provide a full range of information for public inspection in customer service areas
- Speak clearly and deal with visitors calmly, courteously and patiently, even when visitors are angry, aggressive or distressed
- Ensure that all relevant staff are present to address each matter appropriately

5. DEALING WITH DIFFICULT, RUDE, ABUSIVE OR AGGRESSIVE CUSTOMERS

As stated above, CSBA staff is expected to treat customers with courtesy and respect at all times and to make every reasonable effort to address the customer's needs even when s/he is rude or difficult. It is certain however, that whatever standard of professional and positive customer service CSBA achieves, there will always be a small percentage of customers whose issues cannot be dealt with to their satisfaction. This may be due to refusal by the customer to accept a CSBA decision, demands placed on CSBA which are not within our scope or resources to meet, or a level of rudeness or aggression shown to staff by the customer that makes it unsafe or unreasonable to proceed.

Where the General Manager is satisfied that every effort has been made by staff to address a customer's needs, he/she may make a decision that there is no reasonable prospect of reaching a position where a particular customer is satisfied with CSBA actions and service. In such a case the General Manager may decide to stop or limit responses to the customer in relation to the issue in question. This may include:

- refusal to accept telephone calls or make appointments with the customer;
- a request that all future communication be in writing;
- provision of responses to queries, information requests only where a new issue has been presented;
- identification of a single staff member as contact person through whom all communication must occur.

Where the General Manager has made such a decision, s/he will ensure that this is communicated in writing to the customer and that the customer is given the opportunity to make representations to CSBA about the proposed course of action. In addition, the General Manager will advise CSBA Board members of any correspondence issued in relation to such a decision. The General Manager will continue to monitor any further contact with the customer over the issue.



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Rude, abusive or aggressive behaviour may include rude or otherwise vulgar noises, expressions or gestures, verbal abuse of either a personal or general nature, intimidating, threatening or offensive behaviour, physical violence against property or physical violence against a person.

If, in the opinion of any staff member, rude, abusive or aggressive comments or statements are made in telephone conversations or interviews, the staff member may:

- a. warn the caller that if the behaviour continues, the conversation or interview will be terminated
- b. terminate the conversation or interview if the rude, abusive or aggressive behaviour continues after a warning has been given.

Where a conversation or interview is terminated, the staff member must then inform his/her Supervisor of the incident and make a diary note of the event. Where appropriate, the staff member or supervisor will then discuss the matter with the General Manager to determine what action should be taken with respect to the customer's behaviour. If, in the opinion of the General Manager, any correspondence to CSBA contains personal abuse, inflammatory statements or material clearly intended to intimidate, it will be placed on the relevant file and not otherwise acted upon.

6. MANAGING ANONYMOUS CUSTOMER ACTION REQUESTS

Customers can make anonymous action requests to CSBA. These action requests, however, can be difficult to investigate (often staff need to obtain more information from the person making the complaint) and for obvious reasons it is impossible to contact the person making the complaint and communicate the findings of CSBA.

CSBA will not normally investigate anonymous action requests unless the issue places public safety at risk or raises a serious matter and there is sufficient information in the complaint to make out a prima facie case or to carry out an investigation.

7. CONFIDENTIALITY AND PRIVACY

All dealings with customers must abide by the CSBA Privacy Policy.

8. INTERNET PAYMENTS

CSBA uses Online Payment Solutions to provide a secure environment for the authorisation of credit card transactions over the Internet. Confidential information including client credit card details are encrypted the moment they are transmitted from the client's browser to the banking network.

A client's credit card details are not stored anywhere on the Internet and the only company who has access to this data is the merchant's bank. The bank also sends confirmation information via the same encryption technology back to the client's browser. These secure processes provide clients with peace of mind when purchasing online.



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9. GENERAL

In all of the situations referred to in this policy, adequate documentary records must be made and maintained on the appropriate CSBA file.

Where the General Manager determines to limit a customer's access to CSBA in any of the ways specified in this policy, the General Manager must advise the CSBA Board Members as soon as possible of the relevant circumstances and the action taken.