

## Customer Care Policy

### Key Objectives (KOs):

- To promote awareness and to drive high standards of customer service
- To deliver a strong commitment to ongoing training and development of our staff
- For the views of our customers to be heard and used to help improve service delivery
- For service delivery to be responsive to people's needs
- To promote good and equal access to our services
- To promote good standards of information provision and communication
- To drive good value for money

### Key Measures of Success (KMS):

- Strong positive customer feedback through formal surveys and informal feedback
- Strong performance against all standard measures of service
- Evidence of customer service adapting to people's changing expectations
- Wide use of all service channels, including our on-line services
- Evidence of customer service contributing to a strong reputation for LDS Limited
- High efficiency

### Key Performance Indicators (KPIs):

- Statutory periodical customer service satisfaction surveys
- Qualitative data from user surveys
- Proportion of enquires made on-line
- Direct dial line and voicemail performance measures
- Cost and productivity benchmarking