

Chisholm

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Customer Service Charter



TAFE VICTORIA

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Acknowledgement of country

Chisholm Institute respectfully acknowledges the Traditional Custodians of this land. We pay respect to Elders past, present, and future, for they hold the memories, the traditions, the culture and hopes of our nation's First Peoples.

Chisholm is committed to supporting and empowering our Aboriginal and Torres Strait Islander staff, students and their communities through providing quality teaching and learning opportunities.

Customer Service Charter for Chisholm Institute

Our customer service charter describes who we are, and how we will deliver our services. It outlines our expectations of behaviour along with measures on how we will meet our service standards.

Purpose & Objectives

The objectives of our customer service charter are to:

- > Establish a set of standards and expectations that Chisholm commits to delivering to all its customers.
- > Provide clear and concise information about our services and support available.
- > Ensure all customers have access to the information and support they need.
- > Continuously improve the quality of services we provide to customers.
- > Empower customers to provide feedback and contribute to the ongoing improvement of our services.

The outcomes sought by Chisholm customer service charter include:

- > Customers being satisfied with the services and support we provide.
- > Customers feeling supported and empowered to achieve their learning goals.
- > Customers having access to the information and resources they need to succeed.
- > An ongoing culture of customer service excellence and continuous improvement.

Our customer service charter, that outlines the standards and expectations we are committed to delivering to our customers, include:

- > Providing prompt and courteous service to all.
- > Responding to customer inquiries and requests in a timely and effective manner.
- > Providing accurate and up-to-date information about Chisholm services and policies.
- > Ensuring that all customer interactions are respectful and professional.
- > Maintaining a safe and inclusive environment for all customers.
- > Providing access to appropriate support services and resources to help customers succeed.
- > Seeking and responding to customer feedback to continuously improve services.

Our Purpose:

Chisholm is driven by our purpose to educate and skill our communities and industries for generations to come.

Our ambition is to transform lives through relevant and responsive high-quality education and training.

We will achieve this by placing people at the centre of everything we do, including our students, employers, industries, communities, and our workforce.

Policy Statement:

At Chisholm, we are committed to providing exceptional customer service to all of our stakeholders. Our policy is centred around placing people at the heart of everything we do, which means prioritising the needs of our students, employers, industries, communities, and workforce.

We recognise that each stakeholder has unique requirements and expectations, and we strive to exceed those expectations by providing relevant and responsive service. We are committed to creating an inclusive and welcoming environment that fosters open communication, respect, and transparency. Our social justice charter provides the principles that guide Chisholm to act as a model social justice organisation and forms an ethos for how we engage with our students, employers and wider communities.

Our customer service charter outlines our commitment to providing timely and accurate information, addressing enquiries and concerns promptly and professionally, and resolving issues efficiently and effectively. We continuously seek feedback from our stakeholders to identify areas for improvement and take action to address them.

We hold ourselves accountable to delivering on our promises and meeting our stakeholders' expectations. Our customer service team is dedicated to providing exceptional service and support, and we are committed to building long-lasting relationships with our stakeholders.

We are proud of our purpose to educate and skill our communities and industries for generations to come, and we will continue to deliver on that purpose through our unwavering commitment to exceptional customer service.

Aligning Principles with our Values



Collaboration

We are one united team working together with each other and our partners to meet the needs of our students', customers, and government.

1. How we communicate is fundamental to our success as an organisation - communications is everybody's responsibility and everyone has a role to play
2. Our strength is in our combined voices so we'll always ensure our communication is consistent
3. We will build the capability and capacity for everyone in our team to be confident communicators.



Integrity

We always do the right thing guided by our values and ethical principles even when faced with difficult decisions.

1. Our values will drive our communications
2. Every announcement, update, meeting, event, milestone, or case study is an opportunity to reinforce what we do, why we exist, and how we make an impact
3. Our message is simple and clear - we will reduce complexity and stay true to our core values.



Accountability

We take responsibility for our work focusing on the best outcomes for the student customer Chisholm and its people.

1. Our words must match our actions and our actions must match our words
2. Our communication needs to be timely, responsive, and strategic, and we embrace technology to assist where possible.



Respect

We respect our organisation its people and its guiding principles in all our interactions.

1. Every relationship matters. We're all part of the one family. Each and every person that works for and with Chisholm deserves respect
2. We value the advice and expertise of those in the team entrusted to lead and coordinate our communications strategy.

Our Service Goals:

At Chisholm, we are committed to providing a high-quality service experience for our students. Our service and administration teams are here to empower and assist you in achieving your academic goals.

We aim to deliver services using best-practice customer service standards, and to provide you with flexible and online service options that enable you to be an active partner with us in your learning journey.

Our commitment to all means we:

Prioritise all enquiries:

We will take ownership of your enquiry and provide you with a great service experience.

Deliver service in line with our values:

We will deliver a service experience that aligns with our values collaboration, accountability, integrity and respect.

Act in a friendly, informed, and engaged manner:

We will always provide services from our friendly people who are informed, proactive and engaged.

Resolve queries at first point of contact:

We are committed to the goal of resolving your queries at the first point of contact, with timely and accurate information.

Connect with the right people:

We will support you when you need assistance to connect with the right people in the Institute.

Provide personalised service:

We will listen to you and understand your needs to provide you with personalised service. To deliver the best possible education and training outcomes and improve employability in our catchment, we will understand and support your requirements, including those with diverse backgrounds.

Provide flexible and online service options:

We will offer flexible and online service options that enable you to be an active partner with us in your learning journey.

Ensure continuous service improvement:

We will continuously improve services to customer based on your feedback.

We take responsibility for our work, focusing on the best outcomes for the student, customer, Chisholm and its people.

Our Customer Service Charter

At Chisholm, we strive to provide high-quality customer service to all our students, staff, stakeholders, and visitors. This charter sets out our commitment to meeting and exceeding your expectations.

We aim to provide excellent customer service by ensuring:

1. We will be customer centric:

- > Our customers are our number one priority
- > Our customers are at the heart of everything we do.
- > We will do all we can to ensure an outstanding experience.
- > We will provide opportunities for involvement and will include feedback for the continuous improvement of our services.

In both thinking and action we put customer needs first, seeking to understand before being understood. We will seek to understand and support the requirements of those customers with diverse needs.

Our customers are at the forefront of our policies and services which are designed to provide exceptional service and support. We will be clear and concise and will maintain a positive and supportive attitude at all times.

2. We will be responsive:

- > As our priority, we will respond to your queries, requests, or complaints and effectively manage them to ensure your needs are met wherever possible, within a mutually agreed time.

3. We will be professional:

- > We will conduct ourselves in a professional and courteous manner, treating all customers with respect and understanding, ensuring privacy and confidentiality is protected and that all personal information is kept secure. We will promote access to educational opportunities and foster social inclusion.

4. We will be consistent:

- > We will provide clear and concise information about our programs, services, and policies and ensure that all information provided to you is accurate, relevant, and up to date.
- > We will continue to integrate technology to improve and streamline our processes and provide a safe, welcoming, and inclusive environment where all customers feel valued and respected.

5. We will be inclusive

- > We acknowledge the unique contributions that our diverse community provides, and we strive to promote a culture that enhances the experiences of our customers. We have a commitment to equality, diversity, equity, acceptance and belonging through our Social Justice Charter.

Measurement and Evaluation:

We will monitor and evaluate our customer service performance by:

- > Conducting regular surveys to gather feedback from our customers.
- > Tracking response times to customer queries and complaints.
- > Monitoring and reporting on the number of complaints received and the resolution of these complaints.
- > Conducting regular staff training and development to ensure that our staff are equipped to provide the highest standard of customer service.

Our Measurement Goals:

We will know that we've been successful when:

- > More than 80% of our employers recommend Chisholm as an education provider
- > More than 80% of our VET and Higher Education students recommend Chisholm as an education provider
- > More than 80% of our people are satisfied and engaged when working at Chisholm.

Our Expectations:

We expect all our customers to:

- > Treat our staff and other customers with respect and understanding.
- > Provide us with accurate and complete information to enable us to provide the best possible service.
- > Follow our policies and procedures.
- > Provide feedback on our services and suggest ways we can improve.

Customer Service Principles

Providing excellent customer service is vital for Chisholm to thrive. Our principles that help to ensure customer satisfaction, loyalty, and retention are listed below. These are the steps we will take to ensure we deliver on our customer service charter.

Identify customer needs:

The first step towards delivering great customer service is understanding our customer's needs. We will identify these by listening first, then asking questions to understand and clarify to seek their preference and preferred solution.

It's important to remember that our customers will have different needs, so it's essential we personalise your service to meet their unique requirements.

Communicate effectively with customers:

Providing excellent customer service requires effective communication. This involves listening and responding to their inquiries promptly and providing clear and concise information and seeking confirmation of understanding.

Design and deliver service to meet our customer's needs:

Once the customer's needs are identified, we need to design and deliver solutions to meet those needs. This involves ensuring we have a customer-centric approach and culture that prioritises their needs as they are our number one priority.

This will be supported with staff training to ensure Chisholm deliver excellent service and provide the necessary resources to support them.

Meet and exceed customer expectations:

Our goal is to exceed our customer expectations which reinforces our need to understand what each customer expects from our service so we can seek to exceed it.

This will mean offering additional services, providing faster turnaround times, or improving the quality of our advice, support, products, and services.



Have plans in place to deal with concerns and complaints:

Even the best customer service can sometimes result in complaints or concerns from our customers.

It's important we develop plans to deal with these situations promptly and professionally. This will involve staff training to ensure we handle complaints in a consistent and effective manner through clearly defined processes and authorities.

Seek feedback from customers and act on it:

It is essential we seek feedback from our customers regularly to improve our service.

It helps us identify areas where we can improve by making the necessary changes to our service, and continually monitoring and evaluating our service in line with customer expectations.

This will be through surveys, focus groups, and by simply asking for direct feedback. This feedback will be used to continually improve our service and ensure that we meet the needs of our customers and continuously improve our services in the pursuit of exceeding expectations.



For customers

Welcome to Chisholm

At Chisholm, we are dedicated to providing you with an exceptional experience. You are our number one priority, and we aim to surpass your expectations by ensuring you feel welcomed and valued throughout your journey with us.

Our Commitment to You:

At Chisholm, we are committed to:

- > Giving priority to your enquiries
- > Delivering service in alignment with our values
- > Engaging with you in a friendly and knowledgeable manner
- > Resolving your queries promptly and efficiently
- > Connecting you with the right people for assistance
- > Providing personalised service
- > Offering flexible and online service options
- > Continuously improving our services based on your feedback
- > Acknowledging, accepting and supporting our diverse communities
- > Supporting access to educational opportunities and fostering social inclusion.

Thank You:

We express our gratitude for choosing to be part of the Chisholm community and entrusting us with serving you. We kindly request that you treat our staff with the same respect, in line with our shared values. You are always welcome here at Chisholm.

Chisholm's values:



Collaboration



Accountability



Integrity



Respect

For Chisholm staff

Thank You

We extend our gratitude for being an integral part of the Chisholm community.

Our Customer Service commitment:

At Chisholm, we are dedicated to ensuring that all customers have an exceptional experience with us. They are our number one priority, and their satisfaction lies at the core of our operations. We strive to exceed their expectations by providing a welcoming atmosphere and delivering service in alignment with our values.

Our Commitment to Our Customers:

At Chisholm, we are committed to:

- > Giving priority to customer's enquiries
- > Delivering service in line with our values
- > Engaging with customers in a friendly, knowledgeable, and attentive manner
- > Resolving queries at the first point of contact
- > Connecting customers to the appropriate people for assistance
- > Providing personalised service
- > Offering flexible and online service options
- > Continuously improving our services based on feedback
- > Acknowledging, accepting and supporting our diverse communities
- > Supporting access to educational opportunities and fostering social inclusion.

We also expect our customers to treat you with the same respect, in line with our shared values.

Everyone is welcome here at Chisholm, and we appreciate your dedication in upholding our commitment to exceptional customer service.

Chisholm's values:



Collaboration



Accountability



Integrity



Respect

If you need this Customer Service Charter explained, in alternative formats or other reasonable adjustments, please contact the HR Operations team on hrops@chisholm.edu.au.

Chisholm