

Customer Service Policy Guidelines

Samantha Dene's Dance and Fitness

1. Statement of Intent

Samantha Dene's Dance and Fitness is committed to providing the highest standard of service to our students, teachers, instructors, parents, carers and the public. We aim to maintain professionalism while inspiring trust and confidence in our services.

We are committed to providing an inclusive and accessible service and recognise that some participants and families may have additional needs, disabilities, communication differences or other requirements that may affect how they access our services.

All staff and instructors are expected to demonstrate:

- **Courtesy** – respectful and polite conduct at all times
- **Accuracy** – reliable and correct information in all actions
- **Accountability** – responsibility for the quality of service delivered
- **Integrity** – honesty and fairness in all dealings
- **Consideration** – awareness and responsiveness to customer needs
- **Promptness** – timely actions and clear communication on progress

2. Scope

This policy applies to all permanent, temporary and self-employed staff or contractors working for Samantha Dene's Dance and Fitness.

All staff and instructors are expected to follow these guidelines when communicating with students, parents, carers, participants, colleagues, venues and members of the public.

3. Implementation

The Principal, Samantha Dene Boden, is responsible for ensuring the policy is implemented.

Staff are expected to adopt the behaviours outlined in this policy and to actively support additional behaviours that promote excellent customer service.

The organisation will:

- Prioritise student and participant care
- Promote the values and standards of Samantha Dene's Dance and Fitness
- Update staff on relevant procedures and best practices
- Regularly monitor customer care strategies to ensure customer needs are being met
- Provide clear and accessible channels for feedback and complaints
- Respond appropriately to concerns and complaints in accordance with the Complaints Procedure Policy
- Promote an inclusive environment where participants and families feel listened to and respected

4. Core Values

Our core values guide all interactions with students, parents, carers, participants and the public.

We will:

- Treat all individuals fairly, equally and respectfully
- Provide a consistent and professional standard of service
- Listen and respond sensitively to comments, concerns and complaints
- Ensure timely, courteous and professional responses to enquiries
- Respect individual circumstances and communication preferences
- Maintain appropriate confidentiality
- Promote an inclusive and welcoming environment

Key Principles

Courtesy:

Maintain respect and professionalism, including in challenging situations.

Accuracy:

Verify information before sharing it and correct mistakes promptly where they occur.

Accountability:

Take responsibility for the quality of service provided, seek to improve where appropriate and escalate concerns to the Principal when necessary.

Integrity:

Conduct all dealings honestly, fairly and ethically.

Inclusion:

Treat participants and families with dignity and respect and avoid assumptions about a person's abilities, needs or circumstances.

5. Additional Needs, Accessibility and Inclusion

Samantha Dene's Dance and Fitness welcomes participants with additional needs and disabilities and aims to provide an inclusive and supportive service.

Parents, carers and participants are encouraged to contact us before booking where additional support, reasonable adjustments or specific arrangements may be required.

We will:

- Listen to individual needs without judgement
- Discuss appropriate ways to support participation where necessary
- Consider reasonable adjustments wherever reasonably practicable
- Take account of communication, sensory, mobility, learning and other individual requirements
- Avoid making assumptions about a participant's abilities, needs or behaviour
- Respect individual communication preferences wherever possible
- Provide clear information to parents, carers and participants about available classes and any relevant requirements
- Consider accessibility when communicating information about classes, activities and events
- Allow additional time where reasonably practicable for families to discuss individual requirements
- Treat information relating to additional needs, disabilities and support arrangements sensitively and confidentially

Reasonable adjustments may include, where appropriate:

- Alternative or additional communication methods
- Visual information or demonstrations
- Additional explanation or processing time
- Adaptations to activities
- Sensory considerations
- Adjustments to the class environment where reasonably practicable
- Alternative ways of participating in an activity

Where a participant's needs cannot safely or appropriately be accommodated within a particular class, venue, staffing arrangement or activity, this will be explained sensitively and alternative arrangements may be discussed where available.

The safety and wellbeing of the participant, other participants and staff will always remain a priority.

Concerns relating to safeguarding will be dealt with in accordance with the Samantha Dene's Dance and Fitness Safeguarding Policy.

6. Communication Guidelines

Face-to-Face

Staff should:

- Greet visitors warmly and professionally
- Introduce themselves clearly, particularly to new students, parents, carers or external parties
- Listen actively and respond helpfully
- Treat all enquiries and concerns respectfully
- Avoid making assumptions about a person's circumstances, abilities or needs
- Provide clear and understandable information
- Offer further assistance where appropriate

Where a participant or family has identified an additional communication or accessibility need, staff should consider reasonable adjustments to the way information is communicated.

Telephone

Staff should:

- Answer calls promptly and professionally where possible
- Use a friendly and clear tone
- State their name and role where appropriate
- Provide accurate and helpful information
- Listen carefully to the caller's requirements
- Allow sufficient time for the caller to explain their needs
- Take appropriate notes or follow up where necessary

Written Communication – Letters

Letters should:

- Use a professional format and official letterhead where appropriate
- Include the date, recipient details, greeting, body, complimentary closing and signature
- Ensure content is accurate, clear and free from spelling and formatting errors
- Use clear and accessible language wherever possible
- Include the Principal's contact details for further information

Principal: Samantha Dene Boden

Telephone: 07598 430454

Email: samanthadenes@outlook.com

Email & Online Communication

Staff should:

- Respond professionally, clearly and within a reasonable timeframe
- Use respectful and appropriate language
- Remember that written communication represents Samantha Dene's Dance and Fitness and should remain professional, respectful and appropriate
- Provide complete and accurate information
- Provide options for follow-up via email or telephone where appropriate

- Use an appropriate greeting and professional closing
- Use Samantha Dene's Dance & Fitness branding where applicable
- Check relevant inboxes regularly, including junk or spam folders, to help ensure enquiries are not missed
- Consider accessibility and individual communication requirements where these have been identified
- Respond sensitively where a parent, carer or participant is discussing additional needs, disability, medical requirements or other personal circumstances
- Avoid sharing confidential or sensitive information through inappropriate communication channels

7. Feedback and Complaints

Samantha Dene's Dance and Fitness welcomes constructive feedback and uses feedback to help improve the service provided.

Staff should:

- Listen carefully to concerns
- Remain calm and professional
- Avoid becoming defensive
- Acknowledge concerns appropriately
- Attempt to resolve straightforward issues where they are able to do so
- Escalate concerns to Samantha Dene Boden where necessary
- Record significant complaints or incidents appropriately

Parents, carers and participants should be able to raise concerns in an accessible and appropriate way wherever reasonably practicable.

Complaints relating to safeguarding, abuse, neglect or immediate risk of harm will not be treated simply as customer service complaints and will be dealt with in accordance with the Safeguarding Policy.

All formal complaints will be handled in accordance with the Samantha Dene's Dance and Fitness Complaints Procedure.

8. Confidentiality and Professional Conduct

Staff must treat personal and confidential information appropriately.

Information relating to students, participants, parents, carers and staff must not be discussed unnecessarily with others.

Particular care must be taken when handling information relating to:

- Additional needs or disabilities
- Medical requirements
- Communication needs
- Safeguarding concerns
- Personal circumstances
- Emergency contacts

Information will only be shared where appropriate and necessary, in accordance with relevant policies and legal requirements.

Staff must maintain professional boundaries when communicating with students, parents, carers and participants.

9. Professional Standards

All staff and instructors are expected to:

- Represent Samantha Dene's Dance and Fitness professionally
- Treat participants, parents, carers and colleagues with respect
- Maintain appropriate professional boundaries
- Follow organisational policies and procedures
- Provide accurate information
- Report concerns appropriately
- Protect confidential information
- Support an inclusive environment
- Follow safeguarding and health and safety requirements
- Raise any concerns about service quality with Samantha Dene Boden

Failure to follow these standards may be addressed through appropriate management or contractual procedures.

10. Review of Policy

This policy will be reviewed periodically to ensure that it remains appropriate for the needs of Samantha Dene's Dance and Fitness, its participants and its teaching team.

The policy may be updated where there are changes to services, legislation, guidance, organisational procedures or customer needs.

Policy Owner: Samantha Dene Boden

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