



Woodlands Primary Customer Care Policy and Guidelines



Reviewed November 2018



We are committed to realising the potential of all children, young people, communities and staff by:

- Putting people at the heart of all we do
- Nurturing an ethos of achievement
- Striving for sustainable improvement
- Working co-operatively

CUSTOMER CARE

It is essential to establish a positive ethos in Woodlands Primary School. This enables effective Learning and Teaching to happen.

It also ensures that a quality **Customer Care** service is in place.

SCHOOL VISION, VALUES and AIMS (Promoting a positive, child-centred ethos)

At Woodlands School we aim to provide education of a high standard for all our pupils, which will foster high-quality personal and social development and prepare children for a healthy lifestyle. Our vision, values and aims were created and agreed by pupils, staff and parents and are as follows:

VISION – Believe and Achieve

VALUES – Safe, Healthy, Active, Nurtured, Achieving, Respected, Responsible, Included

AIMS – TO BE HAPPY
TO TRY OUR BEST
TO MAKE LEARNING FUN AND CHALLENGING
TO BE A RESPONSIBLE PERSON
TO WORK INDEPENDENTLY AND AS PART OF A SUPPORTIVE TEAM
TO SHARE OUR LEARNING WITH FAMILIES AND THE COMMUNITY

Customer Care Guidelines

The Staff at Woodlands School work together as an effective team and show a high level of professional commitment to the school.

- All school staff support each other in different roles.
- A whole school approach to discipline procedures is valued.
- Development and implementation of school policies are done as a team.
- There is effective liaison between all staff involved with individual pupils in order to give the most appropriate pupil support.

The Staff at Woodlands School ensure that all who are involved with the school are valued and respected through striving to promote a positive ethos.

- We aim to make staff and pupils feel valued and to respect and care for others.
- Our school policies support a positive ethos for all.
- Equality of opportunity and a sense of fairness permeate the work of the school.
- We maintain a positive approach to discipline.
- We aim to establish good relationships with parents and the wider community.
- We warmly welcome visitors to our school.

Our commitment is to provide a quality Customer Care service which will address the following issues:

- A welcoming and friendly atmosphere
- Availability
- Accessibility
- Effective communication
- A commitment to partnership with others
- A positive working environment
- An effective and efficient response procedure.

The school is accountable within the **Customer Care Policy** to pupils, parents, staff colleagues, People Directorate Staff, external agencies, Parent Council / Forum and visitors to the school.

The School Improvement Plan, Curricular Rationale and Standards and Quality Statements provide the process of ensuring that these policy aims and guidelines will be upheld.

In order to be completely effective, **Customer Care** development requires a positive and committed whole staff approach. All staff should be clear of the expectations and be involved in the implementation of these guidelines.

SECURITY

All members of staff and visitors to school should wear appropriate identification, (see Visual Response).

Visitors should be made to feel welcome and be asked to sign in and out of the building. This process will provide reassurance about the safety of children and demonstrate that sound management arrangements are in place.

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It is important that visitors are made to feel welcome and that the member of staff dealing with them shows interest in their needs. This initial contact is vital to developing positive home/school links.

VISUAL RESPONSE

- All HQ staff wear name badges so that they can be easily identified
- All Angus Council Staff have a photo ID Badge
- Visitors to the school are issued with a badge/sticker after signing in which is returned to the school office when they sign out.

TELEPHONE RESPONSE

- All calls are answered in a positive and businesslike manner. Callers should be informed of the name of the school and the person to whom they are speaking.
- Staff will complete an online module related to customer care that includes procedures for dealing with aggressive or threatening telephone calls and this will be revised when the need is identified through Quality Assurance procedures and Professional Development Review procedures.

The use of telephone answering machines will be avoided during school hours as it may be necessary for someone to contact the school in an emergency.

RECEPTION AREA

It is important to create a comfortable waiting or meeting area for parents and visitors. The entrance area of Woodlands Primary School should be kept tidy and free of clutter at all times. First impressions are extremely important. We will enhance the area by displaying the school's vision, values and aims along with photographs of the staff and pupils.

When no-one is immediately available to talk to a visitor it is vital the foyer area should be kept comfortable with copies of school and Council literature available for visitors to read. These should include the school's handbook, the Standards & Quality Report, copies of newsletters, Parent Council minutes and information on the school's activities. We will also aim to have scrapbooks showcasing our achievements on display also.

SUGGESTION BOX

Our suggestion box at the front door can be used by pupils, parents and staff and allows individuals a means of raising ideas for wider consideration. It affords the opportunity for individuals to raise matters on a confidential basis and removes the potential criticism that peer group pressure or intimidation prevents issues being discussed.

Our Responsibilities to our service users within this document are:

- to provide an effective and appropriate education to all users of our service
- to provide a caring and safe environment for learning
- to value them as individuals and respect their views and beliefs
- to keep them informed of activities and to consult on important issues and policies
- to welcome comments on the quality of the service we provide

Customer Care Guidelines

- to respond to enquiries for information as promptly as possible
- to meet with them at mutually convenient times
- to deal with confidential information in a sensitive and appropriate manner
- to help resolve any difficulties within an easily understood complaints procedure.

Responsibilities of our service users are:

- to be realistic in their expectations of us
- to respect our staff and treat them fairly
- to take an active interest in their child's education
- to keep us informed about matters which may affect their child's learning
- to attend meetings in support of their child's education
- to comment about the service and provide criticism in a constructive way.

PARENTAL CONTACT

When a parent contacts the school to discuss a query or is seeking clarification, for example, then the member of staff who is the first point of contact will always aim to clarify or provide relevant information as appropriate. Should it be that another member of staff needs to meet with the parent then both parties will be informed of the query/information requested. The resultant contact with parents is then logged using the attached proforma.

COMPLAINT PROCEDURES

Handling complaints or concerns appropriately is an important issue in Customer Care and therefore each member of staff will complete an online module that includes information about procedures and expectations. Our complaints procedures are as set out by Angus Council and are summarised on the following pages, with checklists to support implementation at the back of this document. All complaints must be logged using the Angus Council online system.

SUMMARY OF COMPLAINTS PROCEDURE

DO

- give your name
- discuss the complaint in a place conducive to having a private conversation but be conscious of your own safety
- listen carefully and let the person have their say without interruption
- take the person seriously and talk in a respectful manner
- be sympathetic acknowledging the person's point of view even if you don't agree
- stay calm and professional even if the person gets angry
- get the facts of the complaint / make notes
- record all relevant details, for example, names, addresses, telephone numbers, dates
- tell the person what will happen next and the stages of the procedure
- let the person decide if they wish to pursue their 'complaint' as a complaint
- act as quickly as possible to deal with the complaint
- accept complaints even if they are not about your direct area of responsibility
- be honest and supportive

DON'T

- attempt to deter people from making a complaint
- argue with the complainant
- get angry
- accept abuse from the complainant, e.g. swearing
- delay consideration of a complaint by asking for the complainant to come back later
- delay consideration of a complaint by asking for the complaint to be made in writing
- undermine the Council, the People Directorate or the school in any way
- consider the complaint as a personal criticism
- get into a blame conversation
- use jargon when dealing with the complainant

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WHEN DEALING WITH A COMPLAINT

STAGE 1

Complaint is made – in person / in writing / by telephone / by e-mail to the school, through the ACCESSLine or online



Details are recorded and logged using online complaints system



Complainant is advised of the steps to be taken and when a full reply will be provided (normally within five days)



Complaint is investigated



A response is provided/decision given in five days or less, unless there are exceptional circumstances.



Matter resolved



Stage 2

No further action



As an option schools could contact the complainant after four weeks to establish the effectiveness of their customer care procedures. This could be done by telephone or in writing

Matter unresolved



Matter referred to the Chief Executive (who may refer the matter)



If the matter remains unresolved the customer may complain to the Chief Executive (Angus House, Orchardbank, Forfar) who will conduct a full review of their complaint. Receipt of complaint will be acknowledged within three working days and a full response provided as soon as possible and within twenty working days (unless a revised time limit requires to be agreed).



If the customer is not satisfied with the Chief Executive's decision and still wishes to pursue the matter s/he has the right to refer the complaint in writing to the Ombudsman:

The Commissioner for Local
Administration in Scotland
FREEPOST
Edinburgh EH2 0DB

Customer Care Guidelines

Woodlands Primary School
Parent Contact/Concern Record Form

Parent Name:	Date of Contact:
School Member who dealt with concern:	
Information added to significant events in PPR?	
Reason for contact/nature of concern:	
Action taken by school:	
Follow up action:	

Class Teacher's signature _____ Date _____

Please discuss with a member of SMT each child protection issue or anything you feel appropriate.

SMT signature _____ Date _____