

ROYAL VETERINARY COLLEGE CUSTOMER SERVICE CHARTER

Our aim

The Royal Veterinary College (RVC) is committed to providing and promoting high quality, customer-focused primary care, referral, and diagnostic clinical services.

Scope

This Charter sets out our commitment to customer service in our clinical services. It details our terms of engagement, our standards, how customers can help us meet those standards and what we are doing to promote continuous improvement in customer care.

Terms of engagement

Face to face

- We will listen to you and discuss your requirements fully
- We will communicate with you in an open, fair and transparent manner
- Our staff will wear embroidered clothing or name badges for ease of identification
- We will provide you with information regarding our clinical services and provide relevant options for your animal's care

Over the telephone

- We will endeavour to answer your call as promptly as possible
- We will introduce ourselves and the organisation and provide further relevant contact details where necessary
- If the person you wish to contact is unavailable, we will forward your call to someone who can assist or take and deliver a message
- Where messages are left on voicemail, they will be returned as soon as possible
- A staffed telephone service will be available for urgent out-of-hours calls
- A member of our team will take responsibility for your enquiry

In writing (letter and email)

- We will write to you in clear, concise language
- We will provide discharge instructions for you and where appropriate, a report for your referring veterinary surgeon
- If you write to us, we will acknowledge your email or letter within 5 working days

Via the internet

- We will maintain our website with relevant and up-to-date information that is easily understood and accessible
- We will respond proactively to enquiries, questions and comments
- We will continue to review our digital communications and functionality

Our standards

We will:

- respect our customers
- provide a professional, friendly and courteous service
- take ownership of your enquiry, follow-up and keep you informed of progress
- be clear about what we can do and within what timeframes
- provide you with accurate and consistent information
- show respect for your privacy and the confidentiality of your information as specified by General Data Protection Regulation (GDPR) legislation
- strive to excel in providing excellent customer service
- actively seek your feedback on our services to ensure they meet your needs

Help us to help you

Please treat RVC staff, students and other customers with respect at all times. Threat of, or actual violence or abusive behaviour on RVC premises will not be tolerated and could result in refusal of RVC services or prosecution.

Please bear in mind that when animals require emergency treatment, it may appear appointments are being conducted out of order. Our primary focus is the care of our patients and this can create unavoidable delays in communication with owners.

How you can help us meet our commitments to you:

- be courteous, polite and respectful of our staff, students and other customers
- be open and honest with us by providing accurate and complete details
- let us know when your address, personal details or your animal's registration details change
- contact us to make an appointment if you have a complex enquiry, or need to meet with a specific member of staff
- contact the member of staff referred to on any correspondence sent to you
- use appropriate direct channels for customer requests, compliments and concerns (please ask for a copy of our 'Raising a Concern' document)

Measuring and improving the quality of our service

We will:

- conduct regular customer satisfaction surveys
- invite feedback via our customer care teams:
 - RVC Small Animal Referrals : QmhaCustomerCare@rvc.ac.uk
 - RVC Equine: equinereception@rvc.ac.uk
 - Beaumont Sainsbury Animal Hospital: beaumont@rvc.ac.uk
- implement training programmes for our staff
- use key performance indicators to measure our performance
- recognise our staff for customer service delivery excellence

If you would like to raise a concern, please ask the reception team for a copy of our customer information sheet, 'Raising a Concern'