East Ayrshire Leisure Trust is committed to delivering the best possible customer experience across all our services and to working with a continuous focus on improvement and development.

To help us achieve this, we will work to the following quality indicators set against each key area - Our Customers, Our Culture, Accessing Our Services, Our Partnerships and Our Performance:

|  |  |  |  |
| --- | --- | --- | --- |
| **KEY AREA** | | **QUALITY INDICATORS** | |
| 1. | Our Customers | 1.1 | Identifying Customer Needs |
|  |  | 1.2 | Engaging with our Customers |
|  |  | 1.3 | Measuring Customer Satisfaction |
|  | | | |
| 2. | Our Culture | 2.1 | Vision, Mission & Values and Behaviours |
|  |  | 2.2 | Training & Development |
|  | | | |
| 3. | Accessing Our Services | 3.1 | Customer Information |
|  |  | 3.2 | Accessibility |
|  | | | |
| 4. | Our Partnerships | 4.1 | Working with Partners and Other Service Providers |
|  | | | |
| 5. | Our Performance | 5.1 | Setting, Measuring and Monitoring our Performance |
|  |  | 5.2 | Continuous Improvement |

In addition, we also employ a number of tools to assist in the delivery of these Standards; we have a “Delivering Excellent Customer Service throughout East Ayrshire Leisure Trust” protocol which comprehensively outlines our expectations of staff, the feedback mechanisms we employ, links to training courses and the criteria to which we are assessed through Mystery Shopping and Visitscotland.

Our BEST Behaviours and Vision, Mission and Values documents outline the standards to which our staff are expected to comply.

|  |  |  |
| --- | --- | --- |
| **OUR CUSTOMERS** | | **HOW WE DEMONSTRATE GOOD PRACTICE** |
| 1.1 | Identifying Customer Needs | * We undertake research to identify the profile of current and potential customers * We use a wide variety of methods to gather customer information and views including our Customer Exchange programme * We can demonstrate that we reach our disadvantaged and hard to reach customers and communities |
| 1.2 | Engaging with our Customers | * Our services are informed by customer feedback and we use this information and feedback to improve our service design and delivery * Our staff will be trained on, and demonstrate the principles of ‘Exceeding Customer Expectations’ * We have clear policy and staff development on Information Governance and how we utilise and store customer data |
| 1.3 | Measuring Customer Satisfaction | * We analyse and assess our customer engagement and feedback across all of our service areas * We publish information on customer satisfaction * We can demonstrate how customer satisfaction and feedback links to service improvement and efficiency |
|  |  |  |
| **OUR CULTURE** | | **HOW WE DEMONSTRATE GOOD PRACTICE** |
| 2.1 | Vision, Mission & Values and Behaviours | * We have a published Corporate Delivery Plan which puts our customers at the heart of our service delivery * We ensure that Customer Service Training is mandatory for all employees * Every venue has a copy of our expected Behaviours on display, and all employees demonstrate them through their interactions with customers |
| 2.2. | Training & Development | * We ensure all employees have a Job Outline and Key Activities which outline customer service priorities * We ensure that all staff undertake mandatory training and development which will enhance and improve our customer service * Our BEST Review & Development programme for staff ensures a focus on service improvement |

|  |  |  |
| --- | --- | --- |
| **ACCESSING OUR SERVICES** | | **HOW WE DEMONSTRATE GOOD PRACTICE** |
| 3.1. | Customer Information | * Our website is easy to access and navigate and provides clear and transparent information about our organisation and our services * We produce a Model Publication Scheme which commits us to publish various classes of information * We have a comprehensive Complaints Handling process which clearly outlines how we deal with customer complaints, comments and enquiries |
| 3.2 | Accessibility | * Our Equality, Diversity & Inclusion statement ensures we are committed to pro-actively providing safe spaces, promoting and demonstrating equality, diversity and inclusion and challenging any unlawful discrimination of our staff and customers * We are committed to providing free and fair pricing throughout our service areas * We are committed to making our website and online information as accessible as possible through our Accessibility Statement |

|  |  |  |
| --- | --- | --- |
| **OUR PARTNERSHIPS** | | **HOW WE DEMONSTRATE GOOD PRACTICE** |
| 4.1 | Working with partners and other service providers | * We engage in formal and informal partnerships in order to deliver high quality services for our customers * Our Key Activities include partnership working as standard * We ensure Service Level Agreements with East Ayrshire Council and joint business planning are in place to support the delivery of high quality services |

|  |  |  |
| --- | --- | --- |
| **OUR PERFORMANCE** | | **HOW WE DEMONSTRATE GOOD PRACTICE** |
| 5.1 | Setting, measuring and monitoring our performance | * We have challenging performance customer targets, both local (KPI) and statutory (SPI) * We involve our customers in gathering performance information * We publish progress towards our targets via our quarterly Performance Report on our website for customers and staff to view |
| 5.2 | Continuous Improvement | * We compare ourselves with similar organisations through LGBF * We review our customer performance internally through self-evaluation audit and externally through the Mystery Shopping programme * We can demonstrate how customer satisfaction and feedback links to service improvement and efficiency |