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19 James St  
Yeppoon QLD 4703  
ABN: 64 487 086 620

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# **Sail Inn Customer Service Charter**

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## Introduction

Our Customer Service Charter states our commitment to provide you with quality services and provides you standards by which to measure our performance. It also provides our employees with clear standards to strive for in service excellence and to achieve Seabreeze Servo & Takeaway Vision and Value.

## The Vision and Values of Sail Inn

Sail Inn is committed to the following vision and values:

### Vision

“Clean Rooms and Friendly Service”

### Values

#### **Primary Values:**

In alignment with the Sail Inn vision, the following primary values should be inherent within any well-functioning and customer service-driven organisation:

Transparent, Accountable, Honest, Ethical, Respectful, Sustainable, Professional.

#### **Distinguishing Values:**

In order to drive strategic improvement Sail Inn as leaders in excellence the following distinguishing values guide the direction and operations of the business into the future:

**Cleaning** – Use quality products and standardised cleaning methods.

**Friendly** – Maintain positive language when serving customers and communicating within the organisation.

**Innovative** - We will learn and adapt to changing circumstances to streamline our processes.

**Community** - We will support our community by displaying local tourism business information and support local events and clubs.

## **Service standards you can expect of our employees**

### **In general**

- We will respect our customers.
- We will provide prompt, friendly, courteous and efficient customer service and at all times remain professional.
- If you are making a request that requires further action, management will be notified and contact details will be taken if we are to contact you.
- We will take ownership of your enquiry, follow-up and keep you informed of progress to completion.
- We will be realistic about what we can do and in what timeframes.
- We will provide you with accurate and consistent information.
- We will show respect for your privacy in your dealings with us and the confidentiality of information discussed.
- We will strive to excel in providing excellent customer service through continuous improvement, customer feedback and identification of new technologies to assist in the customer experience.
- We will actively seek your feedback on our services to ensure they meet your needs.

### **Face to face**

- Our frontline customer service employees will greet every customer as they enter.
- Our frontline customer service employees will wear a name badge for ease of communication.
- We will provide you with information as to product information and local advice (ie. Room contents and driving directions).
- We will listen to you and discuss your requirements fully (repeat reservations to confirm).
- We will action complaints immediately with accordance to our complaints procedure.
- If frontline customer service employees are unable to resolve your complaint they will contact management to assist.

### **Over the telephone**

- We will endeavour to answer your call promptly.
- When times are busy you may be asked to hold the line until a staff member is available to take your request.
- We will advise you of any delays (ie extended wait times).
- We will provide a telephone service during open hours - 9am and 5pm (exceptions will be posted to the public via reception signage and on social media).
- We will introduce ourselves using first names and business name.
- We will take personal responsibility for, and ownership of, your enquiry.

### **Via the internet or social media**

- We will maintain our website with relevant and up-to-date information that is easily understood and accessible.
- We will post interesting, engaging, relevant and up-to-date information on our social media platforms that encourages interaction and feedback.
- We will respond to enquiries and posts on our social media platforms in a timely and professional manner.

## **Measuring and improving the quality of our service**

We will measure and improve the quality of our service by:

- obtaining feedback from the community via online reviews and in person
- implementing quality training and coaching activities for our staff
- using key performance indicators in corporate and business planning
- using effective internal systems and corporate reporting to measure our performance
- recognising our staff for customer service delivery excellence.

## **Helping us to help you**

You can help us to meet our commitments to you by:

- being courteous, polite and respectful of our employees
- respecting the rights of and be courtesy towards other customers
- being open and honest with us by providing accurate and complete details when contacting us
- using appropriate channels for customer requests, complaints and compliments while using online social media channels for general dialogue
- working with us to help solve problems
- telling us where we fall short on our service in any aspect so that we may improve our services to you
- helping us recognise our employees by telling us when you have received excellent customer service.

## Customer service feedback

As we strive to deliver exceptional customer service, we encourage you to provide feedback. Whether you have a request for action, a compliment or a complaint, we would like to hear from you.

Management is to assist with customer feedback, compliments and complaints. They will ensure your request or comments are dealt with appropriately.

## Contact us

If you would like to suggest ways in which we can improve our service, you can:

Call:

- speak to the manager by calling: 07 4933 1130

E-mail:

- the manager via: [office@sailinn.com.au](mailto:office@sailinn.com.au)

Mail:

- Write to the Sail Inn:

Manager  
Sail Inn  
19 James St  
Yeppoon  
QLD 4703

Name:
Signature:
Date: