



CUSTOMER SERVICE STATEMENTS

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INTRODUCTION

Britts Imperial University College believes in the right of every individual and entity to be treated with dignity and respect at all times. We therefore strive to exceed customer expectations in their interaction with BIUC and ensure this reflects the image of a high quality organisation. We ensure that every experience which the customer has with us will result in a positive outcome and add value to our relationship.

SCOPE

The contents of this policy document will include all interactions with our current customers or those who aspire to be associated with us as customers. It will cover all interactions which may not be limited to personal face-to-face, via telephonic conversation, through electronic mail or through social media. This will include all queries raised to a marked office bearer or raised generally to the organisation. The interactions will include complaints, opinion or feedback given to the objectives or towards the functions of the organisation. Efforts to malign the BIUC and reputation of the organisation will also form part of this document which will allow us to identify causes and reduce the effect of such a negative outlook towards BIUC.

ROLES AND RESPONSIBILITIES

1. Senior management:

The Senior management will own the customer service standards of the organisation and lay down principles on which suitable interactions will be based upon.

2. HR Department:

The HR department will ensure that the commitment towards customer service is included in the induction programme for new incumbents and that they receive training to handle customer queries to the nature as defined in the Scope of this policy

3. Departmental heads and Line managers:

All department heads and line managers will ensure that they adhere to the principles of this policy and commit themselves to the timebound offer responses to customers and set examples for their team to follow them. They will also ensure that all customer interactions are handled properly and should intervene in case the subordinates seem to be challenged to manage the response of any particular such event.

They will also analyse the nature of customer interactions and create a ready pool of information to suit repeated and most sought after information, this would also include the pursuit of information that occurs at cyclical intervals. This effort to keep information ready and updated will save repeated efforts of the time required to gather information for every occasion and also reduce the possibility of errors in arranging responses.

4. Individuals:

All individuals assigned with the task to directly handle customer queries need to display utmost calm and composure at all times. The need not succumb to pressure to hasten the process or share information which may be premature or whose sharing may be against the policy of the institution.

For repeated queries they will need to refer to the aforementioned ready reckoner of information maintained by the Line managers. They will also update such information to the superiors so the ready pool of information can be broadened to add new topics. At any time any individual feels that he / she is not in possession to answer the queries, they should immediately bring this to the knowledge of their superior and seek guidance.

All other individuals, not directly responsible for sharing the information with customers, if faced with a situation of being subject to queries, should refer the customer to the relevant office or the individual. In case such individual staff is not aware that the relevant person who can answer them should inform the customer care executive.

CUSTOMER SERVICE STANDARDS:

Communication:

we will ensure that:

- Our contact details are visible on our website and are kept updated on a 24 hours-notice.
- All written queries are answered within a 48 hour time period, or else if the information is not readily available the customer will be informed the time lag in which such information will be made available.
- Any information, being sought, yet not suitable to be shared will be brought to the notice of the person who would have raised the need for such information.
- Queries made in languages other than English will be responded to in English, unless there is legal or statutory requirement to this effect.

- All telephonic queries will be transferred to the relevant office or individual. In case the relevant authority is absent at the time of the call, the customer will be informed of the time of availability and a follow-up call will be arranged.
- Responses to email based queries will be done within the stipulated time period, the subject matter of the original mail will not be changed at any time even if this requires internal transfer of mails to seek clarifications or permissions.
- While dealing with customer queries proper permission will be taken from superiors in case the responding staff does not have permission to share the data or if not in possession of the data is required to do so under any other policy. In any of these possibilities the responding staff will inform the customer of the additional time required to arrange for an answer.

Programme information and fee details:

- All details relevant to educational programs being conducted at BIUC will be mentioned clearly on the relevant sections of the website.
- It may not be necessary that all programmes being mentioned on the website would be running, customers, therefore need to confirm this with the admission office.
- All fee amounts will be mentioned in AED.
- Where there is a possibility to make choices of subjects within a programme, customers need to ensure the availability in discussion with the admission office.

Admission confirmation:

- Response for confirmation of admission will be provided immediately to the students either through SMS or a mail to the e-mail ID shared after all completing admission formalities.
- Fee receipts of payments done as cash, credit or debit card will be generated immediately on payments, **while cheques** will be done with comment of 'confirmation on realisation of cheque'. No separate receipt will be issued at that time.

Conduct of classes and exam schedules:

- Information about the class timetable will be made available on the notice board and on the LMS.
- Schedule of assignment submission and retake deadlines will also be made available on the timetable and websites.
- No telephonic calls will be entertained for this purpose and students need to check with either of the two mediums.

Results and Issue of Course end certificates:

- Results will be made available on the notice board and the LMS and will be maintained for the next 10 working days.
- Certificates of successful students will be made available, subject to fulfilling all requirements for the purpose. Information to the date will also be made available on the notice board and the LMS.

Duplicate certificates request:

- Requests for duplicate certificates need to be supported by a written application.
- Request for any certificate originally issued by BIUC will be completed within 10 working days
- Requests for any certificate originally issued by an external University or board will be processed as per the timeline decided by the concerned agency.
- In this case the timeline is known, the student will be informed about this immediately on receipt of the application, while if the timeline is not known, the student will be advised that he / she will be informed after any communication from the external agency.

Visa extension letter:

- Students who seek to extend their visa due to purely academic reasons need to approach the admin office at least 15 days before the expiry of their visa.
- The request should be made through a written application duly endorsed by the faculty concerned and the HOD.
- The letter for Visa extension will be issued within five working days from the receipt of the complete application.
- Applications submitted for any purposes other than academic in nature will not be entertained by the institution.

Special purpose application from students:

At times students approach the institution for special requests, these will be dealt as follows:

Nature of Application	Considerations	Timeline
Duplicate ID Card	Validity of Admission and Course End date	3 Days
Bonafide Certificate	Validity of Admission and Course End date	1 Day
Student Airlines Discount	Visa Expiry Date	1 Day
Good Character Certificate	Validity of Admission and Course End date	3 Days
Educational Transcripts- Internal	Results of the student, Certificate has been issued; Payment of nominal fee	7 Days
Educational Transcripts- External	Educational Transcripts- Internal; Payment of university/awarding body fee	Based on University/ Awarding body rules

Clarifications with regard to marking of assignments:

- Will be dealt with in detail in the 'Students Result Appeals Policy'
- Information sought for legal and statutory purposes:
- Any information sought by legal and government agencies first should be immediately brought to the notice of the senior management.
- The senior staff will decide on the need to share such information with the authorities and if the need is felt genuine the required details will be shared with the authorities in the prescribed format.
- Proper acknowledgement needs to be gathered of any information shared with any legal or governmental agency.

Response to complaints by students or parents:

- All complaints need to be submitted in written format
- Response of complaints with respect to marking of assignments will be dealt with in detail in the 'Students Result Appeals Policy'.
- Complaints regarding harassment by any staff need to be replied within a period of 5 working days. In case the investigation could be completed within this time period, the student will be issued a letter mentioning the need for additional time to provide a valid explanation to the issue.
- More details will be available in the 'Student anti-harassment policy'.

Response to negative comments and Feedback:

- Any negative comment received about the institution should be dealt with in a profound and well thought manner.
- If such comments are made on the social media, following should not be done:
 - Direct denial without proof
 - Issue defensive statements
 - Ignoring them altogether whatsoever be their nature
 - Removing them from the media, without issuing an explanation
- Such comments should be immediately investigated, if possible a staff should be assigned the duty to collect details on the issue.
- Reply to the comment on the social media that the institution is in receipt of the complaint and will need time to come back with an explanation along with proofs.
- For all feedback received, the respondents need to be thanked for bringing the issue to the notice of the management.

POLICY REVIEW

The contents of this policy will be reviewed before the end of every academic year, by providing enough time to involve the feedback of the staff and make changes so the new policy document is ready well before the commencement of the new academic year.

FURTHER INFORMATION

Any further information or clarity about the content of the policy can be obtained from:

The Dean / HR Head

Contact: +971585046263