



CAR & GENERAL (KENYA) PLC

Customer Service Policy 2021

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Customer service is a top priority at Car & General Kenya Limited. All customers will be treated promptly and respectfully without regard to age, gender, sexual orientation, race, ethnicity, disability, language proficiency, social or economic status.

Car & General philosophy revolves around making customers smile in every street in every town. With our wide range of products, we are in every corner of the country and region, impacting significantly on peoples' lives.

Our banner is 'power for better living'. Our Vision is to make customers smile in every street, in every town and our mission is to be the No. 1 in all core markets. We want to achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa

Car & General values are:

- **Making customers smile** – every street, every town through the lens of the customer.
- **Quality** – products, processes, people
- **Integrity** – Doing the right thing every minute, every day.
- **Innovation** – Maximizing output at minimum cost.
- **Empowerment** – Taking responsibility.

Our disciplines are:

- **People:** Our people are the greatest asset that is why we are people-centric; A - Grade, Live the Cargen Way, Promote from within, Encourage diversity
- **Thought:** Yes we can! Think long-term, Information-based, Consultative
- **Communication:** Open and transparent; Clear and respectful, Never enough, Timely, Two way
- **Action:** We value actual implementation and taking action; 100% implementation, Taking responsibility
- **Performance:** Delivering numbers, Achieving plans, Reward and recognition

This Car & General 2021 policy consists of three parts:

Part 1 – Commitment to Customers

This part advises customers what to expect when contacting Car & General and the standard of customer service they can expect to receive.

Part 2 – Guidance for our Employees

The second part describes how employees can contribute to delivering excellent customer service across the organization consistently.

Part 3 – Customer Service Standards

This is the policy that sets out Car & General's customer service standards which are promoted throughout the organization e.g. at the workshops, showrooms, receptions, online.

Part One: Commitment to customers

Policy Statement:

Car & General is committed to ensuring that customer service excellence is an integral part of the planning, resourcing, and delivery of all services. When customers access our services they, will receive excellent standards of customer service across all sections consistently. The policy also recognizes technological development and the opportunities for customers to contact the company and access our products and services digitally.

The policy is concerned with service standards and Car & General has a process for dealing with compliments, concerns and complaints. The policy encourages customers to pass on a compliment, express a concern or suggestion or make a complaint about a service.

Guiding principles:

When customers contact Car & General, we will:

- Identify ourselves;
- Be helpful and courteous;
- Be professional and positive;
- Be well informed, so that we are able to help;
- Be effective in listening and responding;
- Be fair and support individual needs.

Why we need customer service standards

This policy outlines the Car & General's approach to customer service and related issues as a minimum that customers can expect from us. Specific services may produce additional service-specific standards or targets that are more relevant to the services.

Wherever possible the company will respond to customer enquiries at the first point of contact. Individual service areas will develop mechanisms for monitoring and reporting performance to ensure this is achieved.

Customer service standards set out the Car & General's expectations for its employees to ensure that we remain customer-focussed. In particular, these standards define a corporate framework for the achievement of excellent customer service which will:

- Ensure that all customers, whether they are internal or external receive the same consistent, high standards of customer service;
- Ensure that customer service is an integral part of the planning, resourcing, and delivery of all Car & General services;
- Enable the company to achieve its corporate key strategic objectives, which are
 - To be the No. 1 choice of customer
 - To achieve our financial objectives
 - To be a great place to work
 - To be a regional organization
 - To be a good corporate citizen

Contacting Car & General

Car & General encourages customers to contact the company through digital channels such as the website and social media. These access channels continue to develop, and will make contact with Car & General simple and efficient. Car & General recognizes that digital access does not suit everyone so customers can contact the Council through other channels as well.

Digital

1. We will acknowledge correspondence (e.g. e-mails, website enquiries and Tweets) within 24 hours (Monday – Friday);
2. We will respond to digital correspondence as quickly as possible;
3. We will guarantee a response within 1 working day;

4. We will respond in the language and format of the original communication

Telephone

1. We will answer telephone calls within 30 seconds;
2. We will deal with telephone calls in English or Swahili.

Face to Face

1. We will greet customers within 1 minute of their arrival at Car & General
2. We will speak to customers in English or Swahili.
3. We will offer an appointment where it may be more appropriate

Letter

1. We will respond to letters within 2 working days of receipt;
2. We will respond to the correspondence in the language of the original communication;

Measuring success:

Customers will be involved in setting and monitoring these standards. Car & General has developed ways of engaging with customers and encouraging customer feedback. Performance will be monitored through self-assessment, comparison with other organizations, customer satisfaction rating and feedback and recommendations following external inspections. This wealth of customer insight will help to establish what we are doing well and what we can do to improve. Reports showing performance against the targets set for each standard will be reported to the Management for their consideration.

What we expect from our customers

Car & General believes that all customers have the right to be heard, understood and respected, employees have the same rights. We expect customers to be polite and courteous as well. In times of trouble or distress, some people may act out of character when accessing our services.

Part 2 Guidance for our workforce

Development of the Customer Service policy

In developing the Customer Service policy the Car & General has sought to:

- Set standards which are user friendly, customer focused and measurable;
- Clearly state how employees should behave when dealing with customers;
- Set performance targets which can be reviewed regularly;
- Give consideration to legislation, good practice and national standards;
- Ensure employees are equipped to deliver services taking into account equality and diversity

Customers

Our customers are both internal and external people that relate with our products and services; individuals or organizations. Customers may receive our products or services from us or from other partners on behalf of Car & General. These partners must ensure that they provide deliver customer service in line with this policy.

What customers want

Customers access Car & General products and services through various channels including digital (e.g. website, e-mail, social media) telephone, physically, etc. Whatever the channel, customers want accessible, efficient and responsive services and quality products. Car & General strives to meet these demands.

Customers want efficiency and satisfaction of their needs. Car & General attempts to deal with customer enquiries at the first point of contact.

Customer service and its importance

Improving customer service is a key priority for the Car & General and means:

1. Providing quality products;
2. Providing quality service in a friendly, efficient and helpful way;
3. Ensuring excellent communication and a positive attitude towards customers;
4. Treating each person as an individual – respect for diversity
5. Treating people with dignity, respect and courtesy;
6. Offering choices where possible;

7. Giving information about what is available, and providing an explanation if a service is not available.

General principles when dealing with customers

When dealing with customers, whether using the telephone, digital services (e.g. e-mail, Twitter, Facebook), face to face or via letter:

- Identify and address any specific requirements with sensitivity, tact and diplomacy;
- Record customer contact details accurately;
- Ensure that the nature of the customer's enquiry is understood clearly;
- Resolve enquiries at first contact where possible;
- Respond to the correspondence in English or Swahili to match the original communication;
- Keep the lines of communication open with customers and keep them informed.

Digital

- Acknowledge digital correspondence (e.g. e-mails, website enquiries and Tweets) within 24 hours (Monday – Friday);
- Respond to digital correspondence as soon as possible but no longer than 1 working day of receipt;
- Respond to the correspondence in English or Swahili to match the original communication;
- All outgoing council e-mails will include
- E-mail 'Out of Office' messages will be enabled at times of absence giving return dates and alternative contact details;
- Encourage customers to deal with the Car & General through the use of digital services.

Telephone

- Answer the telephone within 30 seconds;
- Greet the customer in a polite and courteous manner, giving your name;
- Give a bi-lingual greeting to external callers;
- Welcome customers to speak in English or Swahili
- Give your full attention to the customer;
- Take ownership of the call, resolving the customer's enquiry wherever possible;

- When taking a call for a colleague, use an effective message taking system and make sure the customer is called back;
- End the call with a thank you and confirm with the customer the outcome.

Face to Face contact

This covers personal callers with or without appointments, contact with customers at events, meetings out and about and site visits.

- Give clear instructions about the location of the face to face contact;
- Greet customers within 1 minute of their arrival at our receptions or offices;
- Greet the customer in a polite and courteous manner;
- Give your full attention to the customer;
 - Keep the customer informed of the length of time they are likely to wait to see the person they need;
- Offer an appointment where this may be more appropriate, responsive or efficient;
- When a customer has specific requirements, find out what they need and aim to provide it;
 - When a customer needs to communicate in a language other than English or Swahili, make arrangements to help;
 - When discussing personal information, always arrange to do so in a confidential environment.

Personal calls to customers

This covers visits to customers' offices / properties.

- Wherever possible or appropriate make visits by prior arrangement with the customer, clearly stating the purpose of the visit;
- Keep customers informed of any changes to the visit arrangements;
- Establish the customer's language, communication and other specific requirements prior to the visit and make arrangements to meet these;
- Carry your identify card at all times and show it to each customer before entering the property;
- Encourage customers to give their feedback – negative or positive
- Follow policies and guidelines to ensure safety;
- Use tact and courtesy as a visitor in another person's facility, treating their property with respect;

- Close the visit by explaining the next steps, and leave written information where possible;
- Follow up your commitment to the customer with action.

Written communication

1. Respond to all written communication within 2 working days of receipt;
2. Respond to the correspondence in English or Swahili to match the original communication;
3. There may be occasions when a full response cannot be given within the timescale. This is unavoidable but there is still a requirement to keep the customer informed by making contact or sending a holding response. This can give an expected date for a full response or give the reason why a full response cannot be given;
4. Ensure the presentation of all written correspondence is easy to understand, professional and accurate;
5. Include a contact name and telephone number, together with any other information needed (e.g. reference number) to assist the customer;

Compliments, concerns and complaints

- Be open to receiving feedback from customers and where appropriate use this feedback to improve services;
- Pass comments and suggestions on to your manager, if they may improve the service;
- Ensure compliments are recorded and shared with colleagues;
- Be aware of the Car & General's procedure for dealing with compliments, concerns and complaints;
- Aim to resolve all concerns raised by customers immediately and informally wherever possible;
- If informal resolution is not successful, tell the customer they can make a formal complaint, and help them to do so;
- In the case of a serious complaint, tell your manager.

Service Standards

Car & General has established standards and regularly report on these. This Customer Service Policy document provides the guiding principles for setting these standards to assist in establishing a consistent approach to customer service across the organization.

Performance Management

The delivery of excellent customer service and application of these standards rests with Car & General employees and performance against these standards will be assessed through annual employee appraisals.

Further information Customer Services Team,

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Power for better living

Our Commitment to You

We Will:

- ✓ Identify ourselves, be helpful and courteous
- ✓ Be professional and positive
- ✓ Be well informed to be able to help you
- ✓ Be effective in listening and responding to you
- ✓ Be fair and support your individual needs

We will set targets to ensure that we:

- ✓ Acknowledge digital enquiries within 24 hours
- ✓ Answer your telephone call within 30 seconds
- ✓ Answer your query at the first point of contact and if not possible arrange for someone who can help to contact you promptly
- ✓ Respond to your enquiry within 1 working day of receipt

We also

- ✓ Expect you to treat our employees with respect and consideration
- ✓ Welcome your feedback to help us improve our services