



SERVICE PLEDGE

PURPOSE

Meeting customer needs is our top priority. This policy statement describes how being customer focused is central to Students' Union and part of our day to day working practices, and how our working environment shapes and enables us to do that.

POLICY STATEMENT

We're all here to make University of Nottingham students' lives better. They're the reason we work here, and the primary focus for our professional roles.

Delivering excellent customer service is part of the wider delivery of our brand, and in this particular case, our brand promise.

A strong brand promise is one that connects our purpose, our positioning, our strategy, our people and our customer experience. Keeping our promise enables us to deliver our Union brand in a way that connects emotionally with our customers and differentiates our brand.

Our *Brand Vision* 'One Union Together', and our Values – Empowering, Inclusive and Collaboration – are the foundation for how we want people to experience the Union. There are two sides to this.

- The *Brand Matrix* sets out our intentions for how we want students to feel as customers, and our *Employee Experience* describes how we want all our staff to feel about working here.
- The *Employee Experience* consists of five feelings – Valued, Fun, Trusted, Growing and Inspired. The link is clear and strong - staff who are engaged, supported and motivated by their work, performing at their best and delivering excellent customer service to students.

Making all of this happen is an active process, which means we need to be committed to and fully engaged in producing the best outcomes for people. We have many opportunities every day to positively influence customer experience, and even the small things matter. What you do, and how you do it, counts.

Delivering great customer service never happens by accident. It happens by design, when bright and engaged people focus their attention on creating a welcoming and supportive environment for all. It doesn't stand still either – we need to continually grow and develop the value we give to customers. This means understanding – really understanding - what they want from us and finding better, faster, more creative ways of delivering it. To do this, we need systems in place to define, monitor and evaluate what we do for customers and how we go about it. We need empowered people who create positive change by recognising opportunities to improve and solving problems proactively.

We understand that some roles at the Union involve lots of interaction with students whilst, for others, supporting and facilitating colleagues and officers is the central responsibility. Whether your role focuses on the internal or external customer, meeting their needs in a positive and considered way must be at its heart. Consistency is key. We want students to have a really good experience at our Union every time, whatever part they engage with - from elections and campaigns, to advice, sports and societies, to bars and shops.

We do this by actively living our Values - Empowering, Inclusive and Collaboration - and using the '*Living the Values Guide*' to understand the principles and standards we're each expected to work to in our professional roles. The guide contains details of how the Values and behaviours apply across roles, whether we are a member of staff, student staff, or a people manager. They define how we work together as colleagues and how we interact with students.

In summary, customer focus at our Union is built around some key concepts:

- A clear, active and ongoing commitment to providing an excellent, and improving, standard of service
- A deep understanding of what customers want and how that can be delivered
- Recognition that all roles at the Union have an essential part to play in delivering it, whether the focus is on the internal or external customer
- Ways to monitor and evaluate our services to customers so we know how we're doing
- Values which define both the customer experience and how we want staff to go about their professional responsibilities
- Policies and systems which empower and facilitate all staff to deliver excellent service
- A desire and commitment to constantly develop and improve what we do

END