

Purpose

At **CV Services**, our commitment is to deliver exceptional trade services and signage solutions that meet and exceed our customers' expectations. This policy outlines our approach to customer satisfaction and the management of feedback to ensure continuous improvement.

Scope

This policy standards applies to all CV Services employees, contractors, and stakeholders who interact with customers or contribute to the delivery of our services.

1. Commitment to Customer Satisfaction

- CV Services is dedicated to providing high-quality services that meet the needs of our customers.
- We aim to establish long-term partnerships by delivering projects on time, within budget, and to the agreed specifications.
- Customer satisfaction is monitored and measured regularly to identify areas for improvement.

2. Collecting Customer Feedback

- Feedback can be collected through various channels, including:
 - Customer satisfaction surveys.
 - Verbal feedback during site visits or meetings.
 - Online reviews and social media comments.
 - Emails or written correspondence from customers.
- Team members are encouraged to actively seek and document feedback during customer interactions.

3. Responding to Customer Feedback

- All feedback is taken seriously and acknowledged promptly.
- Positive feedback is shared with relevant teams to recognise excellent performance.
- Constructive or negative feedback is treated as an opportunity to improve and is addressed through the following steps:
 1. **Acknowledge:** Confirm receipt of the feedback within two business days.
 2. **Investigate:** Review the details of the feedback, involving relevant team members as needed.
 3. **Resolve:** Provide a resolution or response to the customer within a mutually agreed timeframe.
 4. **Follow-Up:** Confirm the customer's satisfaction with the resolution.

4. Continuous Improvement

- Customer feedback is analysed regularly to identify trends and systemic issues.
- Lessons learned from feedback are integrated into our processes, training, and service delivery standards.
- Key performance indicators (KPIs) related to customer satisfaction are reviewed and updated periodically.

5. Roles and Responsibilities

- **Employees:** All employees are responsible for fostering a culture of customer satisfaction and recording feedback.



- **Managers:** Managers ensure that feedback is addressed promptly and use insights to enhance team performance.
- **Senior Leadership:** Leadership reviews customer satisfaction metrics and feedback to inform strategic decisions.

6. Confidentiality and Privacy

- All feedback is handled in accordance with CV Services’ Privacy Policy.
- Customer information and feedback are stored securely and used solely for the purpose of improving our services.

7. Policy Review

- This policy standard is reviewed annually to ensure its relevance and effectiveness in achieving customer satisfaction objectives.

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Group CEO
CV Services

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