



Our Standards & Values
Saadian Customer Service Policy
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1. Our Mission

Providing value and service to our customers is what we are all about. We put our customers at the top of our agenda and this customer service policy sets out what this commitment means in practice.

We will ensure that all customer experiences are good ones; this will be achieved primarily by professionalism, courteousness and making sure the experience is always followed through to satisfactory conclusion.

Good customer service is one of our fundamental principles and the maintenance of this service, and its improvement, is the responsibility of every employee. We are committed to providing ongoing training and resources to staff, in order to continually improve our service operations.

2. Our Values

The Saadian values sit at the heart of our business and help us meet our customer's needs.

Trusted - Our customers have always been at the heart of what we do. We have a proven track record of success and have become the go to provider for most of our customers.

Innovative- Our products are aligned to our customers and the market's needs. Because our products develop as per market requirements, we constantly have to develop new and innovative techniques, systems and technologies.

Partnership - Our products are built collaboratively with our customers. We listen to their requirements and build our products to meet those requirements, establishing strong partnerships and relationships along the way.

3. Our Customers:

At Saadian, we are committed to knowing our customers and providing services that meet their individual business needs. Our aim is to provide each customer with a personalised, seamless experience that makes it easier for them to do business.

4. Our Commitment

We are an organisation that puts the needs of the customer before everything else. Our employees are committed to providing a responsive, timely and professional service.

We promise to:

- Be courteous, helpful & friendly at all times.
- Carefully manage all customer service requests in a timely, professional manner.
- Welcome contact in whatever way the customer prefers – by telephone, email, in writing or in person.

- Deal with the customer's enquiry promptly, keep them updated on the progress of their enquiry or explain the reason for any possible delays.
- Seek issue workarounds or other resolutions should an immediate solution not be available.
- Ensure staff members are always available during business hours or outside of hours, where contracted, to handle reported faults or service difficulties.
- Listen to our customers and ask for their views.
- Be open and honest and explain our decisions.
- Accept the customer's right to complain and guarantee a full investigation and considered response.

We are committed to:

- Providing information about our products and services in clear, unambiguous language to enable our customers to make an informed purchase decision that best suits their business needs.
- Ensuring that our customer contracts do not contain any hidden or unfair terms.
- Providing services that recognise the individual needs of our customers.
- Providing the services as described in our marketing literature & customer contracts and dealing with interruptions to these services within agreed timeframes.
- Providing a first class level of assistance to all customers.

5. Our Standards:

We aim to:

- Resolve customer queries at the first point of contact or, if not possible, provide customers with a timescale for resolution.
- Acknowledge all emails sent to Saadian within 1 working day.
- Respond to critical priority service requests by email or phone within 1 hour; respond with updates every hour and deal with the issue as soon as possible.
- Respond to high priority service requests by email or phone within 4 hours; respond with updates every 4 hours and to resolve the issue within 8 hours.
- Respond to all service suggestions and change requests within 5 days.
- Answer incoming telephone calls within four rings.
- Return your call within one working day if you have left us a message.
- Reply to letters and faxes within 10 working days.
- Respond to complaints within 1 working day.
- Communicate in clear, simple language.
- Respond to written, verbal or electronic communications from customers courteously, promptly and efficiently.
- Ensure that data we hold on our databases is accurate, up to date and secure.
- Actively seek feedback on our performance on a regular basis.
- Include customer service skills in our job descriptions and knowledge and skills framework.

- Ensure all new staff are trained in, and provided with, the Saadian Customer Service Policy before customer relations commence.
- Hold regular meetings with staff to maintain service levels and communication.
- Record accurate and timely information for all service issues.

6. Policy Monitoring:

We will:

- Publicise our customer service policy on the Saadian website.
- Monitor our performance against these standards.
- Train and support our staff in providing better customer service.
- Use customer surveys to regularly gather customer feedback.
- Make it easy for customers to make a complaint, comment or suggestion.
- Monitor complaints to ensure we learn from our mistakes.
- Recognise and reward good customer service.



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