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### Statement

The intention of the South West Institute of TAFE Board is to ensure that Excellent Customer Service is provided to all who engage with our Institute.

It is the expectation of the Institute Board that all students, staff, industry and community partners, as well as visitors, will have the opportunity to engage with our Institute in a meaningful and worthwhile experience. It is expected that through the provision of Excellent Customer Service, individual and collective aspirations will be met.

The Institute will become people focused, putting the customer first. Tailor South West Institute of TAFE's approach so every learner is successful and the expectations of every employer are exceeded. By investing in staff to keep them at the cutting edge of practice.

The Board delegates responsibility to the Chief Executive Officer (CEO) to develop structures, processes, procedures and guidelines to carry out the Boards intent in relation to Excellence in Customer Service.

### Strategy

The Excellence in Customer Service Statement of Intent will be implemented using the following strategies:

- Strive for excellence in everything we do
- Provide a safe, secure and confidential environment for all
- Treat all as individuals and take time to clearly understand their needs
- Provide clear, accurate, timely and relevant information
- Treat all with courtesy and respect
- Encourage regular feedback on Customer Service levels

When delivering Excellent Customer Service, South West TAFE and its staff commit to:

- Being sensitive to individual needs
- Keeping the individual informed of the process, status and final outcome of all enquiries
- Introducing ourselves by name
- Being helpful, responsive, fair and reasonable
- Acknowledging and responding to all feedback in a timely manner
- Taking responsibility for our actions