



Culture of Care Charter

B – School Administration Policies & Procedures

Key author	Director of Finance & Operations
Audience	Employees; Parents
Approval body	SLT
Approval frequency	3 years
Last approved	November 2023
Date of next review	November 2026
Published	ClassLink; portal; website
Linked policies	N/A

BSAK Culture of Care Charter

Culture of Care Statement

We are committed to providing all of our customers with responsive and meaningful customer service. One of the highest priorities for every staff member is to ensure that we maintain exceptional standards of customer care at all times.

This Culture of Care Charter simply and clearly states our commitment to you as our customer.

Our Customers and Stakeholders

In a school environment the term customer covers all the people who we come into contact with on a daily basis. Our customers include parents (both existing, past and prospective), students, visitors and staff as well as anyone we are working with.

Our stakeholders are people directly or indirectly affected by our actions.

Customer care is the way we interact with customers and stakeholders when we provide services, advice and support to them.

Aims of Charter

This Charter aims to:

- Set out how we provide high quality and customer focused services.
- Have clear standards on how we expect our employees and partners to behave.
- Help customers to understand how our core values underpin everything we do and everything we aim to achieve.

Partnership:

We believe in working together with people, internally and externally, to achieve our vision.

Purpose

A community committed to inspiring our Students to create an impactful legacy

Mission:

We nurture a genuine passion for learning. Providing the best teachers, leadership and support in a not-for-profit environment

Values:

Empathy & Care
Honesty & Integrity
Respect & Inclusion
Endeavour & Resilience

Principles of the Charter

Excellent Customer Service

- We will do our best to fully deal with your enquiry when you first contact us.
- We will make it swift and easy to deal with us, however you choose to contact us e.g. online, by phone or in person.
- Whoever you contact will take personal responsibility for your enquiry or will identify the named individual who will assume this responsibility.
- If we cannot give you the solution you hoped for, where appropriate, we will explain why and also explain the next step you can take

Good information

- We will give you information that is accurate and easy to understand.
- We will keep you informed of the timeline and progress if your enquiry cannot be fully dealt with immediately.

Professionalism

- We will be respectful, polite, friendly and helpful.
- We will treat you fairly and sensitively and protect your personal privacy.

What we expect from our customers

- To always treat our staff with courtesy and respect (see the Unacceptable Behaviour Policy)

Performance Monitoring and Responsibilities

It is the responsibility of the Senior Leadership Team to ensure that:

- All staff are made aware of the policies relating to delivering services to customers.
- All staff receive the suitable training to enable them to deliver the services within their particular area of responsibility.
- Services are monitored, and where necessary, records relating to performance are collected in accordance with policies and procedures.
- Customers are adequately informed of changes to policies.

Comments, compliments and complaints

The standards set out within the Customer Care Charter are intended to ensure the quality of services for customers and stakeholders. We like to know what our customers think about the services they receive. By letting us know about your experience, you can help us to further improve.

Here is how to contact us to make a comment, compliment or complaint:

- by emailing csmall@britishschool.sch.ae
- by calling +97124462280
- in person at one of our reception desks

Customer Complaints Procedure

Please note that this procedure relates to non-academic matters, as there is a separate policy for parents in respect of complaints pertaining to issues in respect of teaching & learning.

Informal Complaints

Customers can contact any member of staff to express dissatisfaction with a service and the staff member will try to resolve the complaint informally.

Formal Complaints

If we cannot resolve a complaint informally or it is of a serious nature then the complaint will be dealt with formally.

To enable us to deal with your complaint formally, please provide us with as much detail as you can to help us investigate the matter properly:

- say what the problem is
- say what you want to happen
- provide information on any relevant communication with us on the subject, including letters, emails, and the times and dates of any conversations
- address your complaint to csmall@britishschool.sch.ae

The Parent Liaison Officer will act as your point of contact and will give you the name of the person dealing with your complaint.

How We Deal With Complaints

An investigation is carried out by the appropriate Department Head. They will reply in writing or by telephone within 7 working days from when we receive your complaint. If it is not possible for us to fully respond within this time we will let you know and tell you what is being done and when you can expect a full response.

We will always acknowledge where things could have been done better and tell you what will be done to avoid the same thing happening again. Equally, if we do not agree with your complaint, we will let you know why.

What if you are not satisfied

If you are not happy with the result of this investigation, or the way the investigation has been carried out, you can request for your complaint to be escalated to the next stage. To progress the complaint we will ask you to explain the reasons why you feel the complaint has not been resolved to your satisfaction and what remedy you are seeking.

Your complaint will then be reviewed by an appropriate member of the Senior Leadership Team who will decide whether a further investigation is needed.

They will reply in writing or by telephone within 7 working days from when they received the complaint.

If you are still dissatisfied with the outcome or handling of your complaint you may ask for the complaint to be escalated to the final stage of our process, explaining why you feel it is necessary and the solution you are after.

At this stage you will be invited to present your complaint to the Clerk to the Governors who will appoint a panel of Governors to review the case, consider the outcome of the investigations and the resolutions that have been offered previously. The panel of Governors will decide whether or not to uphold the complaint and, where the complaint is upheld, will suggest an appropriate resolution.

We aim to convene a meeting with the panel of Governors within one month of the complaint being escalated to this stage.