# Customer Care Policy

## Purpose

- The purpose of this policy is to set out Polyco Healthline's approach and commitment to customer care.
- The policy supports the company's strategic direction and serves as a basis for establishing our supporting programmes and initiatives.

## Scope

This policy applies to all activities of Polyco Healthline Ltd and our impact on customers.

## Introduction

Customer service and customer care are a vital part of the Polyco Healthline Ltd business. All employees are required to focus on the customer care and service levels that are essential to ensure commitment to customer satisfaction.

Customer service covers the following basic requirements:

- Enquiry / Sales response times
- Delivery performance (times, order accuracy and status of good on delivery)
- Order processing and picking
- Complaint handling
- Methods for dealing with enquiries
- Courtesy and helpfulness displayed by employees

This policy is supported by the following Polyco Healthline Ltd Policies:

- Quality Policy
- Equal Opportunities Policy
- Ethical Policy
- Environmental Policy
- Renewable Resource Policy
- Information Security and Communication Policy

The customer is defined as both external and internal:

***External Customer:***

The external customer is defined as the buyer– i.e. NHS Supply Chain, All Healthcare Services, Retailers, Distributors and Consumers/End Users.

***Internal Customer:***

The internal customer is defined as the persons within the group (Polyco Healthline). Every department that provides and receives independent services from each other. Polyco Healthline Ltd serves the external customer but the quality of that service is affected by the internal workings of the organization.

The provision of a quality service to the external customer, therefore, is the responsibility of everyone within the organisation.

***Customer Interface:***

Customer communication can be through:

- Verbal –telephone call, video conferencing, on site face to face interaction
- Digital – E-mail, MS Teams, Webchat
- Written - Letter

When communicating with customers the ensuing guidelines shall always be followed:

- Greet the customer politely, always be courteous
- Ensure you identify yourself
- Ask the customer's name and organisation
- Listen carefully, do not interrupt
- Ask questions where necessary and do not make assumptions
- If you cannot help, then say so and find someone who can
- Always be positive and explain all possibilities. Never be defensive or assign blame.
- Make the customer feel valued. Remember the way in which you act, or talk can be as important as what you say

The customer will respond to an attentive, well-mannered member of staff who deals with their query or complaint professionally. The actions and attitude of each employee can make the difference between a satisfied or dissatisfied customer.

***Telephone calls:***

All calls must be answered within five rings (10 seconds). If there is no one available then the call will be diverted to another line for response.

***Written Correspondence:***

All letters and e-mails received should be dealt with efficiently and a response issued within one working day, even if it is only an acknowledgement until a full response is available. Specific reference must always be made to the date of receipt of the correspondence.

For the following scenarios, the Customer Service pre-agreed Auto-text responses must be used, to ensure consistency in communication across the department: New Business Enquiry, Quotation, Advising of Discrepancy, Carriage Charge, Incorrect Business Address on a PO, Out of Stocks, Alternative Products, Reporting a Discrepancy.

***Specific Product / Service Complaints:***

Product and service complaints shall be handled in accordance with the complaints policy and procedure. Complaints must be acknowledged within 24 hours, and a full investigation with corrective/preventive action communicated within 10 working days except for quality complaints which are up to a maximum target of 60 working days. Customers whose complaints cannot be dealt with within this timescale must be informed of the situation.

## Performance Measures

Customer Care is monitored closely through several performance measures. These enable the business to focus on customer satisfaction and improvement of service and quality.

***Staff Performance***

- Order processing accuracy
- Call response times
- Warehouse delivery and receipt
- Warehouse picking and despatch

***Delivery Performance***

- Carrier performance (delivery slots, damages, accuracy)
- In-house transport performance (delivery slots, damages, accuracy)

***Product Performance***

- Supplier / goods inwards product testing (pre-shipment inspection and goods inwards QC)
- Annual independent testing
- Complaint receipt and handling

## Communication

This policy is communicated through the company shared drive/intranet and company website (www.polycohealthline.com), and will be made available to all interested parties.

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| **Signature:** | | **Place of Issue:** | Bourne, PE10 0DN, UK |
| **Name:** | Jack Prichard | **Date of Issue:** | 18/09/2025 |
| **Position:** | Chief Executive Officer | **Date of Review:** | 18/09/2025 |