

GMHD Insurance Killarney

Customer Service Charter 2014



1. **I will always** make eye contact immediately, smile while I walk to the counter and say 'Hi, my name is [insert name]' and then make some small talk to put the customer at their ease straightaway.
2. **I will always** make sure that I am asking open questions (how, why etc.) which will encourage the customer to spend more time talking and will enable me to understand their opinions, attitudes and feelings.
3. **I will always** show that I am interested in what the customer is saying by actively showing that I am listening through my body language and tone of voice and will summarise/paraphrase from time to time during the conversation.
4. **I will always** use the customer's name at least 3 times during the conversation.
5. **I will always** thank the customer for calling into the office and agree the next actions to be taken.



1. **I will always** answer the phone within 3 rings.
2. **I will always** say 'Good morning/Good afternoon, [insert name] speaking, how may I help you?'
3. **I will always** use the customer's name at least twice during the call.
4. **I will always** try meet and exceed customer expectations.
5. **I will always** thank the customer for calling and I will say I am looking forward to engaging with him/her again. ¹

This customer service charter was created by all employees and management of GMHD Insurance Killarney during a series of training workshops held in Jan-Feb 2014, facilitated by Brian Fitzgerald, Trainer.