
CUSTOMER CHARTER

Total Quality Customer Care

The Port of Cork Company will foster an organisation wide commitment to and responsibility for the provision of services for the full life cycle and ongoing fulfilment of the needs of our customers

➤ Policies

Our policies will be implemented in a consistent manner across all departments in order to deliver the highest standard of customer care

➤ Staff

In line with Port policy our staff will deal with customers in an impartial manner and will always be courteous and considerate.

➤ Performance

The Port will regularly meet with customers to analyse and respond to issues. We will endeavour to ensure careful matching of our services to meet our customers' needs. We will only undertake to provide services that are realistic and achievable. We will monitor the services provided by third parties to customers of the Port.

➤ Information

All business information provided by customers will be treated in strict confidence and used only for the purpose for which it was provided

➤ Complaints

We are committed to fully and fairly investigating all complaints and welcome the opportunity they offer to address any difficulties customers may experience

➤ Integrity

The Port will aim to instil the highest level of customer confidence in our integrity, efficiency, fairness and independence

➤ Safety

The Port will aim to ensure that appropriate standards of safety are maintained. The safety of our customers and staff will always be a primary consideration

The diagram overleaf is the Implementation Structure for Quality Services and Customer Care.

Effective Management

Realistic and achievable services and promises should be undertaken

Continuous analysis of customer loyalty and their response to differing policies, which are aimed at encouraging that loyalty

Strategy for customer care

Continuous analysis whereby customer needs are monitored in order to ensure careful matching of needs and care with our services.

Continuous analysis of the Ports capabilities in relation to keeping customers

Total Quality Management
An organisation-wide commitment to and responsibility for the full life cycle of the Port Services provided

A proactive approach to the present and future needs of the customer

Continuous analysis of the services which are provided by third parties, on which the Port relies in providing a quality service.

Quality

The customer defines quality.

Defined staff priorities with regard to customer care.

The customer wants a service that throughout their life meets their needs and expectations at a cost that represents value

Staff trained in the handling of customers in a consistent manner in line with port policy

Marketing objectives should focus on customer loyalty as well as profit and market share.

A positive staff attitude and commitment to customer care

Planning to take account of existing customers needs rather than short term gains at their expense

Quality Service

1. Service is the key to retaining customer loyalty
2. Provide Customers with an excellent service and they will feel no need to shop around

A defined organisation focus for customer care where customers can obtain satisfaction

The development and focussing of procedural efficiencies should never compromise the quality of customer care.

Staff should be aware of the customer's importance in relation to their own tasks.

Cross-functional consistency of policies within the organisation in order to deliver the highest standard of customer care.

Customers should be seen as a long-term investment.

Internal Factors

External Factors
