

## Customer Service Policy

At Oxford Garden Centre, we are a customer-focused business committed to making a positive difference for both our retail and trade customers. This customer service policy outlines our key commitments in delivering an experience we are proud of, driven by a dedication to provide the best service possible.

### General Principles

#### Customer Focus

Customer satisfaction is our top priority and we recognise that our customers are integral to the success of our business. We always keep you at the heart of everything we do by listening to your needs and acting quickly to provide solutions.

#### Professionalism

We maintain a polite, respectful and courteous approach at all times.

#### Positive Attitude

Every interaction is approached with a helpful and solution-focused mindset.

#### Active Listening

We fully engage with your concerns and questions to understand your needs and expectations.

#### Greeting Customers

We will greet you promptly and warmly upon arrival or contact.

#### Gathering Information

We ask relevant questions to ensure we fully understand your needs.

#### Responding to Enquiries

We'll provide accurate, timely information regarding our products, services and policies.

#### Handling Complaints

If you have a complaint, we will listen actively and without interruption. Your frustration will be acknowledged and we will apologise where appropriate. We will always thoroughly investigate any issue and provide a clear explanation. A fair and effective resolution will be offered to address your concerns.

#### Escalation Procedures

Issues will be escalated to the relevant person when necessary. We will clearly explain the escalation process and expected timelines.

#### Telephone Etiquette

Calls will be answered promptly and professionally. We will speak clearly at a moderate pace and will aim to avoid putting you on hold unnecessarily.

#### Email Communication

Emails will be responded to promptly and professionally and use clear and concise language. Contact details will be included in email signatures.

#### Deliveries

Deliveries will be arranged at a mutually agreed date whenever possible and your delivery instructions will be followed where practicable. We will be respectful of your neighbours and keep noise and disruptions to a minimum.

#### Customer Privacy

Your personal information and data will be handled with strict confidentiality.

#### Cultural Sensitivity

We'll respect and acknowledge cultural differences in all customer interactions.