



Office Policies

Image Décor & Theme

Your office should be clean and free of clutter. Upon opening your business, set up a cleaning schedule, including vacuuming, dusting, removing garbage, and recycling, cleaning bathrooms, sweeping the exterior, cleaning and removing clutter. Only Caring for People Services business related items should be stored at your office.

Your address should be clearly labeled and visible from the street. Posting a Caring for People Services logo on your door will also help clients locate your office.

Setting up Your Office

Your office space should be at least 500 sq. ft. not including the storage requirements.

It is your responsibility to bear all costs, liability, and expense for locating, obtaining, and developing a site for the business. Additionally, you are responsible for obtaining the necessary licenses and permits required to operate your business.

While there are many different layouts available for setting up your office, the following minimum requirements will help your franchise run smoothly.

- **Two workstations:** This will allow one station for administrative duties and one station for Operation duties. Each workstation should include a separate desk and computer system.
- **Printer station:** A dedicated workstation within this space

Quality Standards of Service

Caring for People Services customers should have no doubt they are getting value for the service that we provide. Caring for People Services recognizes that the quality of our service is what separates us from the competition.

Caring for People Services “Quality Standards of Service” is a key element in our service strategy. A franchisee must constantly aim to improve the quality of service delivery by implementing quality control measures, employee training, and ultimately focusing on complete customer satisfaction.

Service standards - a shortened form of the phrase "quality standards of service" - are more than service delivery targets such as timeliness and hours of operation. Customers are entitled to know what they should expect from Caring for People Services, how services will be delivered, what services cost and what clients can do when services they receive are not acceptable. These standards should include:

- A description of the service provided and, where applicable, the benefits clients are entitled to receive (clearly defined in proposals and contracts).
- Service pledges or principles describing the quality of service delivery clients should expect to receive (adherence to our promises to the customer – see below).

1) Each customer is our most important customer

We understand the needs of each customer and tailor our services to meet their individual needs. We treat our customers like family, addressing them by first names when they call and greeting them with a smile. We ensure complete satisfaction and often go above and beyond the call of duty.

2) We make it easy for the customer

We help customers take pride, comfort, and satisfaction in their homes and business properties. Thanks to the services we provide, customers know they have that much less to worry about. When they call on us, the job gets done – just the way they expect.

3) We stand behind our Service

We are experts at what we do. We have the tools and the training to deliver on the promises we make. We start each job with the desire to do it right the first time. If we fall short, we work equally hard to make it right. We always look for ways to improve our performance.

- Specific delivery targets for key aspects of service; services must be carried out on time and on budget
- Complaint and redress mechanisms clients can use when they feel standards have not been met (customer satisfaction surveys and callbacks)

Benefits of Service Standards

Service standards provide a practical way to manage performance and help shape the expectations customers have of Caring for People Services. Experience suggests that services can be improved and delivered at reduced cost by:

- Refocusing services on clients.
- Finding out what clients consider to be critical aspects of Caring for People Services and service delivery.
- Giving managers and employees the flexibility to respond to client needs.
- Developing proper incentives to promote innovation.
- Monitoring and analyzing performance against realistic goals and standards.

As an Integral Part of Good Management, Service Standards:

- Promote partnership in quality client service.
- Provide the means to measure service performance and costs reliably.
- Provide meaningful information on the content, value, and method of service delivery.
- Use performance and client satisfaction information to guide operational decisions to continually improve service standards and actual performance.

Planning and Organizational Considerations

Developing and implementing service standards helps ensure customer satisfaction. Franchise owners and managers must be prepared to direct and support their employees. The implementation of service standards may or may not involve a committee, but someone must be responsible for the monitoring and delivery.

While franchise owner and managers are expected to assume responsibility for implementation, all parts of the franchise should be involved in carrying out our service standards, and in finding solutions to problems discovered as a result of applying the standards. Front line employees and internal service providers must be involved in the process.

Knowledge and Understanding are the Keys to Customer Satisfaction

- Know your business and mission. “Caring for People Services is committed to providing outstanding services to the people we serve. It is our goal to exceed our customers’ expectations for quality and service, while paying close attention to each customer’s individual needs.”
- What are the most important features of the service you provide?
- What is your clients' satisfaction level with this service? Collect baseline information on current service levels.
- What changes do your clients need or want?
- What are your clients' expectations?
- What are your responsibilities?
- Empower and train service providers.
- Train and equip staff to help clients, and let staff know what is expected of them.
- Train managers and supervisors in leadership and motivation.
- Communicate service standards and report on performance

Monitoring

Monitoring is the process of keeping track of client expectations and operational factors and adjusting service delivery as appropriate. Knowing where clients stand and how they feel about quality services should be a key priority. It allows a department to modify policies and programs to improve service quality. Monitoring shows both clients and employees that the department is serious about assessing client satisfaction to measure its performance. Data on client service and satisfaction show employees the results of their efforts and help them focus on the essential purpose of the franchise.

Service and Courtesy to Clients

Our customers deserve the same level of quality, efficiency, value, and professionalism that we would want for ourselves. We believe our company exists to sell products and services that serve a meaningful need for the customer. If we don't believe each of these criteria is met, we won't sell it.

The table below outlines our customer service standards:

Excellence	We will guarantee our service that meets or exceeds customer expectations. We will measure our performance against the "best in the business."
Timeliness	We will provide our customers with realistic service. <i>(General information)</i> We will answer customer inquiries promptly, usually within 24 hours of receipt. <i>(Proposals)</i> We will meet all dates and deliverables as documented in the timelines we negotiate with you.
Responsiveness	We will respond promptly to all customer requests in accord with our resources and capabilities. We will acknowledge receipt of an e-mail, fax, or telephone call within 24 hours. We will cover the telephones at all customer-contact points during normal business hours, from 8:00 a.m. to 5:00 p.m. (PST), Monday through Friday. We will investigate and act to resolve customer complaints within two working days of their receipt.
Accessibility	We will provide our customers with satisfaction surveys to assess their needs and contentment. We will use the results of these customer surveys to improve our services.
Commitment	We will be courteous, respectful, responsible, and professional at all times. We will take responsibility for providing answers to customer requests to the best of our knowledge and skills. If we need to refer our customer requests, we will make sure the person we are referring can provide an answer.

Handling Typical Complaints and Problems

Customer Complaints

Complaints should be handled with professionalism and control. Caregivers are the first line of defense when dealing with a customer. Clearly communicating expectations and updating clients on progress will go a long way towards avoiding complaints. If a mistake is made, quickly address the issue.

When dealing with an upset customer remember the following items:

- First try to fully understand the customer's complaint and see it from their perspective.
- If a mistake has been made, apologize immediately.
- Communicate how you plan to rectify the situation: reschedule, adjust the bill, send a Caregiver to re-clean an area, etc.
- If the complaint comes from a miscommunication from both parties, explain the situation and apologize for your part.
- There will be times when a client is simply being unreasonable in their request. Now, you must decide if it is worth it to stand your ground. Negative word of mouth can spread fast, but you also must be able to recognize customers who are trying to take advantage of a situation.