

Customer Care Policy

We believe in looking after our customers at Pabulum. It must be remembered that our customers are not only the school children, pupils, students but also members of teaching and non-teaching staff within our client's premises. In addition, the parents / guardians of those we provide a service to, are also secondary customers since they expect their children to be looked after in a professional manner.

We must not forget the concept of the 'internal customer' in other words - work colleagues / co-workers and line managers who work together and treat each other with dignity and respect. There is an expectation that employees work together as part of a team, in a harmonious and supportive way.

We expect that our employees as a condition of working in a customer facing environment would wish to provide the level of customer care and service contained in this policy.

Our standards are clearly defined within the Primary and Secondary School education sectors, within **What Good Looks Like**. An integral part of these standards, as demanded by both Pabulum and our Clients is Customer Care at all times and especially during the dining experience.

Primary School Customer Journey

The key to good customer service is building strong relationships with all our customers. Our customers' journey starts when they walk into school. It could start if there is a notice board in the school entrance or when they first see a member of our team - first impressions really do count!

Greeting our customers with a warm welcome, providing a helpful and friendly environment and thanking them for their custom will ensure that they leave with a great impression.

Remember that we have a captive audience for the academic year, a happy customer will more than likely return and tell others how great their customer experience has been.

- Walk the customer journey every day.
- Everyone entering the dining area to be welcomed with a warm greeting.
- Always ensure that there is at least one person behind the counter.
- Never have personal conversations whilst customers are at the counter, you should be talking to customers not colleagues.
- Do not eat or drink in view of our customers.
- Always make eye contact and listen attentively to any requests from our customers.
- Be patient if a child is taking time making a meal choice. Above all - Smile!
- All areas are free from clutter.



- Furniture is in the correct place.
- Tables and chairs regularly cleaned and in good repair.
- Bins are emptied at regular intervals.
- Signage and frames are clean and in good repair.
- All surfaces clean.

Primary School Dining Experience

Our Pabulum dining experience is available to all our customers. Each and every customer should have time to enjoy their fresh food offer whilst seated at a table with a tablecloth, a basket of our freshly-baked bread, flowers/herbs, cutlery holders, napkin dispensers and beakers ready to be filled with water

- Table cloths are clean and in good repair.
- Cutlery is clean and smear free.
- Flowers / herbs are in good order.
- Napkin dispensers are full.
- Napkin dispensers have the correct marketing inserts.
- The baskets of fresh bread are clean and full of the two types of bread.
- The display matches What Good Looks Like.
- Every table is laid out consistently.

Secondary School Customer Journey

The key to good customer service is building strong relationships with all of our customers. Our customers' journey starts when they walk into school. It could start if there is a notice board in the school entrance or when they first see a member of our team - first impressions really do count!

Greeting our customers with a warm welcome, providing a helpful and friendly environment and thanking them for their custom will ensure that they leave with a great impression.

Remember that we have a captive audience, a happy customer will more than likely return and also tell others how great their customer experience has been.

- Walk the customer journey every day.
- Everyone entering the dining area is to be welcomed with a warm greeting.
- Always ensure that there is at least one person behind the counter.
- Never have personal conversations whilst customers are at the counter, you should be talking to customers not colleagues.
- Do not eat or drink in view of our customers.
- Always make eye contact and listen attentively to any requests from our customers.
- Be patient if a student is taking time making a meal choice. Above all - Smile!



Secondary School Dining Experience

Our Pabulum dining experience is available to all our customers, each customer should have time to enjoy their fresh food offer.

- Tables and chairs regularly cleaned and in good repair.
- Clearing area is free from food splash marks on the wall.
- Bins are emptied at regular intervals.
- Cutlery is clean and smear free.
- All surfaces are clean.
- Cutlery stands and clearing stations regularly cleaned.
- All areas are free from clutter.

Customer service is very important and we expect our employees to embrace and provide service at the levels required. This is why we include Service with a Smile in our Employee handbook which is summarised below.

When you work on site or in our office you will have customers and clients so please remember....

- The customer always comes first.
- Adopt an alert posture; do not slouch or put your hands in your pockets.
- Always greet the customer in a polite and cheerful manner and treat them with respect.
- Always address them politely and by name if appropriate.
- Always be courteous and helpful.
- Refer all queries and complaints to a member of the company's management immediately and always apologise for any inconvenience to the customer.
- Smile – even on the telephone.
- Satisfying our customers and clients is the aim of us all.
- You can seriously damage our reputation by one moment of discourtesy.

Should employees fail to comply with this policy, then in light of the importance we place on Customer Care and Service, they may find themselves liable for disciplinary action.

Nelson Williams
Managing Director

(This policy will be reviewed in October 2021)

