

## Customer Experience Policy

### The Purpose of our Policy

To underpin our Pabulum Vision and Values by ensuring we are driving a culture of excellent food and service throughout our business and measuring this to deliver continuous improvement.

To achieve this vision, and deliver excellent standards of customer service, we have developed a colleague training programme called Heads Up.



Heads Up focuses on providing interactive training which underpins our five company values namely:

**Passion:** Our enthusiasm drives the way we work. We believe that by working together and being transparent, we will build long lasting partnerships

**Sensation:** We are committed to sourcing ingredients, which are fresh, wholesome, and ethical, creating dishes that are a feast for the senses

**Education:** We believe in the benefits of continuous staff development and the promotion of healthy eating

**Innovation:** Our goal is to become a leader in our field by pioneering new ideas, with the vision and dedication to see them through

**Engagement:** We promote healthy working relationships with our colleagues, our customers, our supply partners, and our clients, continually listening and learning from each other to deliver our shared vision

We measure the success of this training through our innovative, real time, customer experience programme called "Your Voice Matters"

This feedback measures the children's experience, which is then collated and shared with our clients on a termly basis. Our aim is to achieve continuous improvement in our feedback scores. We celebrate the success of our teams or take remedial action and deliver further training as necessary.

Providing great customer service is about meeting and exceeding customer expectations. Heads Up is about living our Pabulum values every day and measuring the success of this through our "Your Voice Matters" platform.

This policy does not form part of any colleague's contract of employment, and we may amend it at any time.

**Nelson Williams**  
**Managing Director**

*(This policy will be reviewed in November 2023)*

