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## **Ref – PAI Group - Customer Care Policy 2024**

### **1. Policy Statement**

- 1.1 PAI Group aims to use our extensive service industry knowledge to provide clients with needs based, integrated, intelligent, innovative, sustainable, and cost-effective audio visual, lighting and control solutions.
- 1.2 Our primary goal is to provide the very best level of service that can be expected, by putting customers first. We truly aspire to deliver complete satisfaction, and to achieve this we are committed to our Customer Care Policy for all jobs regardless of size.

### **2. Customers and Stakeholders**

- 2.1 Anyone who uses or is affected by any of our services is considered our customer.
- 2.2 Anyone directly or indirectly affected by our actions is considered a stakeholder.
- 2.3 We define customer care as the way we interact with customers and stakeholders when we provide services, advice, and support to them.

### **3. Aims**

- 3.1 Through the implementation of this policy, we aim to:
  - a) Explain how we plan to deliver a high quality, customer-focused service.
  - b) Set clear standards as to how we expect our employees and partners to behave.
  - c) Help customers understand how our values support every action we take and everything we aim to achieve.
  - d) Monitor and maintain the high standards we expect.
  - e) Provide customers with clear information about what to do if they are not satisfied or have a complaint.

### **4. Guiding Principles**

- 4.1 Our customers can expect us to:
  - a) Always strive to deliver service excellence.
  - b) Ensure our services remain accessible.
  - c) Treat everyone fairly, with dignity and courtesy.
  - d) Create opportunities for our customers.
  - e) Be honest about the services we can and can't provide.
  - f) Encourage feedback and share ideas.
- 4.2 To uphold our commitment to delivering excellent standards for customer care we will:
  - a) Make our customers feel valued.
  - b) Monitor our activities and maintain a zero-tolerance approach towards discrimination.
  - c) Deliver high quality training to our staff and partners.
  - d) Adopt continuous improvement activities to develop our services.
  - e) Promote our complaints procedure so we're aware when our service doesn't meet the expected standards.



- 4.3 To communicate with customers in the best way we can we will:
- a) Provide an effective call handling service, with minimum wait times.
  - b) Promote visits to our offices.
  - c) Provide a wide range of options for internet communication via email, social, web / audio / video conferencing.
- 4.4 We aim to maintain high standards for communication and customer care by:
- a) Ensuring all client data is protected in line with the guidelines relating to the Data Protection Act 1998.
  - b) Returning customer calls or acting on messages within 24 hours.
  - c) Ensuring staff availability is communicated, and alternative contacts are available to cover when staff are unavailable.
- 4.5 Our Employees and those acting on our behalf will:
- a) Provide a name to customers when greeting them in person or over the phone.
  - b) Ensure our customers know what to expect from our involvement with them.
  - c) Wear company livery, or other appropriate clothing, if attending to site engineering requirements on client premises.
- 4.6 We ask our Customers to:
- a) Not use offensive, discourteous, or threatening language or behaviour whenever dealing with our staff or partners.
  - b) Have consideration for other people that use our services when sharing our reception areas and resources with others.

## **5. Delivery**

- 5.1 Our company compliance activities shall maintain:
- a) Minimum accepted industry levels of insurance.
  - b) A minimum SSIP compliant, accredited safety management system.
  - c) An environmental management system compliant with company policy.
  - d) A technical reference library of all standards applicable to works carried out.
  - e) Industry accreditations and trade association membership appropriate to our work activities.
  - f) Minimum training standards and continual professional development opportunities for all our employees.
- 5.2 Our designs and proposals will:
- a) Be formally documented if in the format of a proposal.
  - b) Be compliant with all applicable standards required for installation support. These will also be noted within our proposal for avoidance of doubt.
  - c) Be uncomplicated and clearly worded, with measurable specifications for works proposed.
- 5.3 Upon quotation acceptance we will:
- a) Plan all works to be safe and at minimum risk to the general public, other trades, client teams and our own staff.
  - b) Consider the environmental and customer impact during construction of the scheme including air pollution, water pollution, waste, noise, traffic, vibration, and damage to the environment.
  - c) Provide order confirmation and advise the delivery team, if not already clear.
  - d) Provide clear communication of project schedules.
  - e) Ensure compliance of customer's site rules and regulations by all our personnel.
  - f) Ensure minimum disruption through regular liaison with the customer.
  - g) Advise clients when departing sites and provide status updates as appropriate.
  - h) Follow up on any outstanding requirements in an efficient manner.



## 6. Performance Monitoring and Responsibilities

- 6.1 Our senior management team will ensure:
- a) All staff are aware of this policy.
  - b) All staff receive suitable training to deliver services within the scope of this policy.
  - c) Services are monitored and improved when necessary.
  - d) Customers are adequately informed of our policy.
  - e) Appropriate action is taken against employees whose actions are inconsistent with the aims of this policy.

## 7. Links to Other Policies and Strategies

- 7.1 Customer Complaints Policy.
- 7.2 Equal Opportunities Policy.
- 7.3 Social Responsibility Policy.
- 7.4 Employee Code of Conduct.

## 8. Review

- 8.1 This Policy and its associated documentation will be reviewed after changes in legislation, changes in the structure of the Company, in light of additional knowledge or information becoming available, and in any event annually.



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