

Mission Statement

To seek excellence in everything we do whilst implementing a vision of customer service that continually surprises and delights our customers. We will build strong, long lasting relationships with our customers and provide comprehensive support to enable them to increase their business and confidently recommend us to others.

Purpose

The purpose of this brief document is to outline our internal customer service intentions and make them visible to our customers to ensure that our respective expectations are aligned and to set a standard that we can measure ourselves against internally, as part of our continuous improvement programme.

General

- We are a customer focused sales organisation and we work as necessary to honour our commitments to our customers in an expedient manner. We are 'open for business'.
- All customers are service managed internally by at least one dedicated contact and supported externally by an Area Sales Manager. These named contacts are communicated to you.
- Any tasks that we agree to take on we will complete in the agreed timescale to the required standard.
- We are professional with customers, act with integrity and to the WIKAL values, at all times.

Our Commitments

Our own service level expectations are listed below. If, for any reason, we know we will be unable to meet these standards, we will advise customers as soon as we are aware of this, but at least within the time periods shown.

- We will provide simple quotations on the same working day if the enquiry is received before 12:00pm, or by 12:00pm the following working day if received after this time.
- We will provide complex quotations (e.g. if new part numbers need to be created or where technical validation, or further approval, is required) in a mutually agreed timescale with the customer. Our first response will be on the same working day if the request is made before 14:00pm, or by 10:00am the following working day if received after this time.
- All quotations are personalised to the customer including a summary of our understanding and a unique reference number (and project reference where available).
- Where appropriate, we will follow up all quotations with a courtesy call within 48 hours from issue to confirm its receipt and accuracy.
- We will process compliant customer purchase orders on the same working day if received before 12:00pm, or by 10:00am the following working day if received after this time. For large projects or technically complex purchase orders we will process these within 3 working days or inform customers of any delay.
- When a pro-forma invoice for pre-payment is required, we will send the pro-forma invoice on the same working day if the customer purchase order is received before 12:00pm, or by 10:00am the following working day if received after this time. We will follow this up with a courtesy phone call the next working day to confirm receipt.
- We will dispatch all urgent orders for WIKAL UK stocked items on the same working day if received before 12:00pm.
- We will acknowledge receipt of all customer purchase orders on the same working day if received before 12:00pm, or by 10:00am the following working day if received after this time.
- We will formally acknowledge all orders with a confirmed delivery date within 3 working days of receipt, or advise an estimated delivery date by pro-forma acknowledgement whilst waiting for details from our factory.
- We will continually pre-empt potential delays to order dispatch dates to ensure that our on-time delivery (OTD) key performance indicator (KPI) is maintained and continually improved.
- In the unlikely event that we are unable to meet the original promised date, we will advise customers about any delay to their order, and with a new confirmed delivery date, at least 2 working days prior to the originally anticipated delivery date.
- We will initially respond to other email requests and all other general queries and enquiries, on the same working day if received before 14:00pm, or by 10:00am the following working day if received after this time. For large projects or technically complex enquiries we will answer these within 3 working days or inform customers of any delay.
- We will return missed calls within 2 hours.
- We will internally escalate [to the Internal Sales Manager] any issue where we feel that it may impact on our ability to honour our commitments or satisfy our customers' requirements as soon as it is identified.