



Geraldton Amateur Basketball Association  
Customer Service Charter



Geraldton Basketball Association

*put a Bounce in your step*



## OUR SERVICE COMMITMENT

Geraldton Amateur Basketball Association (GABA) offers a range of services to players, spectators, parents, coaches and officials. We believe that customers should expect to be treated in a manner that reflects the vision and values of our organisation. We also want to make your customer experience a positive, worthwhile and consistent one.

This charter sets out the minimum standards that a customer can expect from us. It outlines how you can obtain information, how you can address matters if our standards are not met and it offers advice on how you can help us to serve you better.

Our Customer Service Charter reflects our commitment to the quality of service provided to you. This Charter will be regularly reviewed and adapted to meet the changing needs of our customers.

## CUSTOMER FOCUS

We wish to work with you to achieve positive outcomes. In doing so, we commit to:

- Being competent in delivering information or services.
- Respond to your enquiries in a professional and courteous manner.
- Listen to and respect your issues and concerns.
- Accurately reply to customers in a fair, honest and timely manner.
- Set clear expectations of our actions and deliver on those commitments.
- Consistently apply these standards across all areas of our business.
- Continuously improve our service by proactively seeking feedback.
- Actively measure and monitor our performance against these commitments.

## CUSTOMER SERVICE STANDARDS

### ***Contact by telephone***

When you telephone GABA offices we will:

- Answer your call promptly \*1 and politely.
- Aim to answer your enquiry at first contact.

(\*1 If demand for our services is high, we may need to place your call on hold for a short period of time.)

If we cannot resolve the issue at the first contact point, we will:

- Transfer you to a staff member who is best able to address your issue; or
- Forward your enquiry to an appropriate staff member who will contact you by the close of business the next working day.

### ***Contact by letter or email***

If you write to us, we will:

- Aim to respond within 7 working days of receipt of your written correspondence.
- Aim to respond within 2 working days for email correspondence.
- Respond in clear, concise language that is easily understood.

### **Contact by visiting our offices**

If you call in to see us, we will:

- Greet you with respect, courtesy and understanding.
- Identify ourselves by name so that you know who you are dealing with.
- Try to put you in direct contact with the person best able to respond to your enquiry.
- Aim to answer your enquiry at first point of contact.

If we cannot resolve your issue at the first point of contact, we will:

- Forward your enquiry to the appropriate staff member who will contact you with a response no later than the close of business the next working day; or
- If necessary, arrange an alternative meeting time that suits you.

## **OUR RESPONSE**

When responding to your questions or requests for service, we will:

- Communicate clearly and unambiguously.
- Make a commitment to when and how the matter will be addressed.
- Provide a clear outline of our obligations and policies.
- Notify you if there is a delay in what we have promised.
- Advise you of the outcome of your request in accordance with this charter.

## **HELP US TO DELIVER BETTER SERVICE**

Our responsiveness to you will be enhanced if you can:

- Treat our staff members with courtesy and respect.
- Provide accurate and complete information.
- Provide a daytime telephone number or e-mail address in your correspondence.
- Telephone the staff member nominated on any correspondence sent to you and use the staff members direct number.
- Telephone to make an appointment should you have a complex enquiry.
- Work with us to try to resolve problems.
- Give us feedback to help us better understand your needs.

## **PERSONAL INFORMATION**

GABA respects your right to privacy. We will not:

- Collect any personal information without legitimate reason.
- Disclose personal information about you without your consent, unless we are required to do so by law.

## **CUSTOMER FEEDBACK**

We value your feedback and welcome your suggestions, comments, compliments and complaints.

- Your feedback helps us to review and improve our policies, procedures and services.
- Your compliments give us encouragement that the service we are providing is service that you value.
- Feedback can be provided through the GABA online Feedback Form located at here.





Re-Produced by Geraldton Amateur Basketball Association for use as an information document only.

If you wish to discuss this document further please call 9964 5255  
or email [gaba@westnet.com.au](mailto:gaba@westnet.com.au).

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A large, dark silhouette of a basketball player is shown in a dynamic, low-to-the-ground pose, as if they are about to shoot or pass the ball. The player is holding a basketball in their right hand. The background is a solid yellow color, and the player's shadow is cast on a grey, reflective floor at the bottom of the page.