CUSTOMER SERVICE CHARTER

It's all about doing more for animal welfare

www.rspca.org.uk

Our ultimate ambition is to have a world in which all humans respect and live in harmony with members of the animal kingdom.

OUR PROMISE:
We will provide a supportive environment for our staff and volunteers to allow them to deliver the best customer service experience.

OUR VISION

"Everyone in the RSPCA community – staff, volunteers, trustees – will deliver good customer service to each other and to supporters, members and users of our services."

- We will achieve this vision by investigating and prosecuting cruelty to animals, by rescuing, rehabilitating and rehoming animals, and by campaigning and educating to change attitudes and behaviour. All of this is based on sound science which informs our decisions, formulates our policies and defines our strategies to improve animal welfare.
- We will achieve this ambition by building a better society where animal welfare is at the heart of everything we do.

OUR PROMISE

- We will value our supporters, members and users of our services.
- We will aspire to be consistent across the organisation to ensure that everyone who contacts the RSPCA receives a high quality service.
- We will provide a supportive environment for our staff and volunteers to allow them to deliver the best customer service experience.

OUR GOALS

- To be consistent, always welcome and greet each other and engage with our supporters, members and users of our services, treating them with respect at all times.
- To ensure resources and funds are used efficiently, and to evaluate and measure our performance so we can be innovative and learn how to improve in the future.
- To be compassionate, progressive and confident in our dealings with the general public in order to effect positive change.
- To ensure staff are knowledgeable and that the Society is accessible, relevant, trusted, and honest at all times.

OUR COMMITMENT TO YOU

- We will recruit the best staff and volunteers, train them to agreed standards and recognise excellence.
- We will ensure advice is current, easy to understand and accessible.
- We will encourage feedback on all our services and act on it.
- We will value our stakeholders, including other bodies and organisations that contribute to animal welfare.

OUR OBJECTIVES

- We will recognise excellence in our staff and volunteers and acknowledge their efforts.
- We will consolidate our knowledge and share it with staff and volunteers.
- We will measure improvements through the collection of positive feedback and complaints, and report achievements and areas for development to the RSPCA's governing Council.

OUR GOALS:
To be compassionate, progressive and confident in our dealings with the general public in order to effect positive change.

OUR CUSTOMERS' RIGHTS

Your rights are protected because the RSPCA, as a charity, is regulated and this can be best understood by reading this booklet, the Society's national complaints procedure, the Fundraising Standards Board's (FRSB) code of practice, or by contacting the Charity Commission.

REGULATORY AUTHORITIES:

British Veterinary Association; Charity Commission; Defra; Financial Services Authority; Fundraising Standards Board (FRSB); Health & Safety Executive; Her Majesty's Revenue & Customs; Home Office; Information Commissioner's Office (Data Protection); Public Fundraising Regulatory Authority; Royal College of Veterinary Surgeons; RSPCA Act 1932 – membership structure and AGM; RSPCA's national complaints procedure.

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The RSPCA helps animals in England and Wales. Registered charity no: 219099
The RSPCA only exists because of public donations. An RSPCA in-house publication 020611