

# QUALITY CUSTOMER SERVICE ACTION PLAN

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## ***THE AGENCY'S COMMITMENT***

The National Milk Agency is committed to delivering an efficient, courteous and quality service to its customers.

The Agency will treat all our customers equally ensuring that there is no discrimination on the grounds of a person's colour, marital status, gender, ethnic origin, sexual orientation or religion.

The Agency will be sensitive to its customers' needs and take into account their age, their capacity to understand often complex rules and procedures and any disability that they may have.

## **THE AGENCY, ITS SERVICES AND CUSTOMERS**

### **The Agency's Mission**

The National Milk Agency was established by the Oireachtas “to regulate the supply of milk for liquid consumption throughout the State in accordance with the provisions of the Milk (Regulation of Supply) Act 1994.”

In order to achieve this Mission, the Agency will:

- Maintain Registers of Producers and Processors and milk supply contracts for milk for processing for human consumption.
- Compile statistics in relation to sales of liquid milk in the State, purchases of milk for processing for liquid consumption, imports of raw milk for processing for human consumption, imports of packaged milk.
- Monitor market developments in the liquid milk sector.
- Advise the Minister on any matter relating to the liquid milk industry on which its views are requested.
- Maintain close liaison and co-operate with State, Semi State and other relevant bodies.

## **SERVICES PROVIDED TO THE LIQUID MILK INDUSTRY**

**The Agency operates a series of services as follows:**

### **Maintenance of Registers**

The Agency maintains three Registers (Contracts, Producers and Processors).

### **Transparency**

The Agency has facilities for members of the public to view each of these Registers thus assisting transparency.

### **Monthly Inspection Programme**

The Agency has a monthly inspection programme whereby an inspection is carried out at processor's establishments to ensure the efficient regulation of the industry.

### **Client Relationship Management Programme**

The Agency has a client relationship management programme (C.R.M.P.). Though C.R.M.P. annual meetings are sought with all major interest groups in the industry including I.F.A., F.M.P. producer groups, distributors and retailers.

### **When a Customer telephones the Agency, staff will:**

- Be available to answer your calls during normal office hours with an answering machine available to take a message outside of office hours
- Answer all calls promptly and courteously
- Identify themselves and their area of work
- Be helpful and provide you with clear and accurate information
- Take details and call you back at an agreed time if they cannot provide an immediate answer to your query
- If it is necessary to transfer your call to another area of the offices of the Agency, give you the name and section of the person to whom you are being transferred

- Not put you on hold without explanation, or keep you on hold without regular updates
- Keep internal telephone directories and organisation charts up-to-date

## **CORRESPONDENCE**

### **In corresponding with Customers the Agency will:**

- Acknowledge all written enquiries within five working days
- Use clear and simple language and keep technical/official terms and acronyms to a minimum
- Provide you with a contact name, telephone number, fax number and e-mail address.
- Send any correspondence received by the Agency which is a matter for another Agency to that Agency immediately, and notify you of this course of action

**Note: These commitments cannot be taken to apply to correspondence received during organised "write-in" campaigns.**

## **VISITS TO THE AGENCY'S OFFICE**

### **If Customers visit the Agency's office, staff will:**

- Be available to meet with you, by appointment, during normal office hours. Staff will try to be flexible if you need to have an appointment scheduled outside office hours
- Meet with you punctually, where you have an appointment. Should you not have an appointment, staff will do our best to accommodate you
- Receive you courteously and be helpful to you
- Deal with your enquiry as soon as possible. If, however, staff are unable to deal with your enquiry we will inform you of this and redirect you to someone who can
- Ensure that the offices are accessible and clean, and that they comply with occupational and safety standards.
- Continuously review access to its offices for all customers, including those with disabilities and specific needs.

## **PROVISION OF INFORMATION, FORMS, LEAFLETS, ETC.**

**With regard to forms, leaflets, reports, publications and the provision of information, the Agency will:**

- Ensure that all generally available information is accessible in both electronic and printed formats and, on request, in a manner which addresses any special needs customers may have
- Provide helpful and accurate information, using clear and simple language, that is relevant to your enquiry
- Review all information on a regular basis to ensure that legislative and procedural changes are taken into account
- Regularly review and endeavour to simplify rules, regulations, forms, information leaflets and procedures
- Make decisions as quickly as possible, and give its reasons for them. Where there is recourse to appeal, parties will be so notified
- its rules, regulations, forms and procedures with a view to simplification, where possible

## **COMPLAINTS**

All types of customer feedback, including complaints, are very useful to the Agency in helping it to improve the quality of its services.

**A Customer has a right to complain if:**

- The standard of service he/she have received from the Agency is not on a par with that offered in this document.
- He/she believes that an action or decision of the Board that affects him/her is not in accordance with the rules, practice or policy of the Agency.
- While the Agency makes every effort to deliver its services in a manner that renders complaints unnecessary, the Agency accepts that promised standards of service may not always be met and that mistakes can be made.

In the event that it is not possible to resolve a complaint with the staff member with whom you have been dealing, a customer can address his/her complaint to.

The Chief Executive,  
The National Milk Agency  
Holly Park Studio  
Holly Park Avenue  
Blackrock  
County Dublin  
A94R6F7

Phone: 01 660 3396

Fax: 01 660 3389

E-Mail: [nma@nationalmilkagency.ie](mailto:nma@nationalmilkagency.ie)

## **CUSTOMER FEEDBACK**

The Agency regards feedback from customers as the key to understanding the needs and expectations of its customers. To this end, the Agency will provide various mechanisms - both formal and informal - to ensure that customers views and/or comments are communicated to it.

### **Formal Consultation - the Agency will:**

- Provide a facility on its website whereby producers, processors, distributors, retailers and consumers can provide feedback
- Engage in consultation with customers on quality of service and policy issues appropriate to the various functions and clients of the Agency
- Consult regularly with staff and encourage internal debate on Quality Customer Service

### **As Regards informal consultation, the Agency will:**

- Encourage all staff to use their day-to-day contact with customers as a means of gathering feedback on quality of service provided

- Ensure that appropriate channels are in place for staff to feed customer comments to the Agency's management

Finally, the Agency would encourage all our customers to provide feedback, wherever possible, including positive feedback, even if the Agency doesn't specifically request it. You can e-mail us at [nma@nationalmilkagency.ie](mailto:nma@nationalmilkagency.ie)

### **HELP US TO HELP YOU**

To assist the Agency in reaching these standards, we would be grateful if you could

- Ensure that all application forms are fully, accurately and legibly completed, include any necessary supporting documentation and return by the specified closing date (where applicable).
- Make an appointment in advance, if you intend visiting the Agency, in order to ensure that the appropriate officials are available and any necessary advance preparations for the meeting can be carried out.