



## **CUSTOMER CHARTER POLICY STATEMENT**

At Kilmarnock Football Club we place our supporters at the very heart of all that we do, and we are fully committed to providing the highest level of services.

Our supporters are our most valuable asset and our aim is to ensure we deliver our commitments in a fair and transparent manner.

As part of our overall approach we are fully committed to treating our supporters fairly and as such we always strive to meet their expectations.

This Charter, our commitment to our supporters, is centred around feedback provided, to ensure we deliver first class service and consistently meet with their high expectations. We take responsibility for our staff (at all levels) as part of our commitment to providing an enhanced Kilmarnock experience, based on a culture of openness and transparency. As a club, we take our supporters' views seriously, in particular, our requirement to treat everyone fairly.

Kilmarnock has outlined four key themes which are central to this initiative:

- 1:** Supporters can be confident that they are dealing with a club where the fair treatment of all supporters is our top priority.
- 2:** Supporters are provided with clear information and are kept appropriately informed of all information relevant to them from the club.
- 3:** Supporters are provided with a first-class match day experience and service generally when dealing with the club and are provided with a clear process to follow when this is not the case.
- 4:** Supporters do not face barriers when attempting to contact the club or make a complaint.

### **WHAT THIS MEANS**

Treating supporters fairly is an integral part of how we do things. This isn't only about how we directly interact with supporters - all areas of the club have the fair treatment of supporters at the heart of what they do, and we will ensure it remains at the forefront of all our operations.

We provide information to our supporters in writing, by telephone, email or via our website, social media and the wider press. All information sources are reviewed with

the intention of providing supporters with the information they require with the most appropriate level of detail. All our staff understand the importance of providing information which is clear and appropriate.

While we make every effort to ensure that the services and match day experience, we provide are appropriate for all our supporters needs and delivered to the highest possible standard, we accept that sometimes things can go wrong. As such, where a supporter wishes to make us aware of something, he/she is unhappy about we will respond in a way that is proportionate, transparent and fair within a reasonable timescale.

We aim to ensure that our supporters have an opportunity to liaise directly with the club through our Supporter Liaison Officer (SLO) and that this line of communication continues to meet their expectations. Should a supporter need to complain to us at any time, we have procedures in place to ensure that their complaint is handled in a consistent, prompt and fair manner.

## **OUR SERVICE**

We continually aim to understand the needs of our supporters through ongoing dialogue and meetings with elected representatives of supporters' groups.

We respond to our supporters' feedback by implementing suggestions and ideas which are aimed at enhancing their Kilmarnock experience.

We aim to keep our supporters appropriately informed of all developments at the club.

We aim to ensure our products and services are delivered to an exceptional standard.

## **OUR STAFF**

At all times, our staff will conduct themselves appropriately and with a courteous and helpful manner towards all customers.

We do not discriminate against people on the grounds of age, disability, sex, race (which includes colour, nationality and ethnic or national origins), religion or belief, sexual orientation, gender reassignment, pregnancy, maternity or because someone is married or in a civil relationship.

As a business, we commit to providing equal employment opportunities and also believe that our employees should be able to work in an environment free from harassment of any kind.

## **SUPPORT COMMUNICATION**

We will strive to be open and transparent in our communication towards supporters.

There are many forms of media through which fans can now keep up to date with news from the Club. These include:

- The club's official website: [Kilmarnockfc.co.uk](http://Kilmarnockfc.co.uk)
- E-mail – [info@kilmarnockfc.co.uk](mailto:info@kilmarnockfc.co.uk)
- Twitter: @KilmarnockFC
- Facebook: @OfficialKillie
- Instagram: @kilmarnockfootballclub
- Youtube: @officialKillie

We encourage interactive engagement through social media and any fan feedback is encouraged via our contacts page (<https://kilmarnockfc.co.uk/contact/>).

Constructive criticism and positive feedback delivered via any of the communication methods explained above will be treated with respect and answered where appropriate.

## **HEALTH AND SAFETY**

The Club have trained paramedics and Crowd Doctors on-site as and when required by our Safety Officer.

All on-site incidents must be reported at the time to the attending medical practitioners or a duty manager.

## **DATA PROTECTION**

Information and data on our customers may be stored on computer or manual files in order to maintain accurate records and may be analysed to assist us in providing our products and services to them.

We may, from time to time, contact customers by letter, telephone, email or otherwise to inform them about events, products or services that we think might be of interest to them. Unless customers have given their consent, we will not provide information about them to third parties for their marketing purposes.

Customers can advise us at any time if they wish to opt out of receiving this information. But remember, opting out could stop the Club from contacting customers

about things that may benefit them, for example ticket availability, forthcoming events or offers.

## **COMPLAINTS**

Despite our best intentions we acknowledge that we can always improve our products and services to our customers. We actively encourage feedback – positive and negative – that we can monitor our continuous improvement goals across all areas of the business.

If you wish to give feedback about a product or service, then there are two keyways of getting in touch. Either:

E-mail: [ClubSecretary@KilmarnockFC.co.uk](mailto:ClubSecretary@KilmarnockFC.co.uk)

Or write to us at Club Secretary, Rugby Park, Rugby Road, Kilmarnock, KA1 2DP

Your correspondence will be acknowledged and forwarded to the appropriate manager(s) for attention – and action, if appropriate.

Customers are asked to include contact details as part of their correspondence in order that we may respond.

We undertake to review our customer Charter annually and wherever possible implement changes and improvements in line with the comments and feedback from our supporters.

## **RESPONSIBILITIES & ONGOING MONITORING**

Kilmarnock Football Club takes its responsibilities towards treating all supporters in a fair and transparent manner seriously. We have made every effort to ensure that this is embedded into our culture and reflected in our overall strategy.

We remain fully committed to the fair treatment of supporters and closely monitor our standards on an ongoing basis.