



## The Army Football Association Customer Charter

### Introduction from Company Secretary

*“At the Army FA we are committed to a reliable, responsive service that has your best interests – and those of the game – at heart.*

*We have therefore consulted with customers, stakeholders and our own staff and volunteers to better understand what matters most to you, how well we are doing and where we need to improve.*

*You’ve told us how important it is for us to become your ‘hub’ for all things ‘football: a centre of knowledge, learning and guidance that helps raise standards and grow the game. You want us to listen closely and to remove any obstacles that prevent you from enjoying the game. You want us to live the values that come with being custodians of the game, to lead in the right way, with the best interests of the game at heart.*

*In response to this we have used your feedback to develop the Army FA Customer Charter.*

*This Customer Charter sets out the standards of service and quality of experience you should expect from us. It covers all of the areas that we know are most important to you, from keeping you informed and dealing with your enquiries to resolving technical issues or putting things right when mistakes have been made - and if you are unhappy with any aspect of our service, the Customer Charter explains clearly what we will do to resolve the problem.*

*We will monitor these commitments by consulting with customers and stakeholders, we will commit to publishing our performance regularly and we will use your feedback to review and improve the Customer Charter year on year.*

*These promises set out a clear commitment to meeting and exceeding the needs of everyone involved in the game at every level. They will help us remove obstacles, build on strengths and contribute to driving up interest and participation in our National Game.”*

Major Billy Thomson  
Company Secretary

## 1. We will listen to you

Keeping up to date with your experiences, needs and expectations is vital if we are to deliver the best service possible. To this end, we will ensure that your views are heard.

- We will deploy a range of methods to seek your views on the quality of service we provide across all areas of the business, as well as on our Customer Charter performance. This year we will commit to annual customer survey plus other consultation methods.
- We will make it easy for you to contact us with your comments/feedback. Our contact details can be found in para 5, (*We will make your problem our priority*)
- We will publish, via our website and various other publications, feedback from stakeholders and customers and explain what we are planning to do to improve the specific area of service commented upon.

## 2. We will keep you informed

You rely on us for correct, up to date, user-friendly information, so in order to ensure you are as successful as possible in driving up participation and interest in football, we make the following commitments:

- Information on all of our programmes and services will be easily accessible, accurate and up to date. Information will be published on our website and in other publications.
- Disciplinary procedures will be published in our Army FA Handbook and on our website.
- Our staff will offer impartial advice on all areas of the game, including disciplinary matters upon request.
- We will strive to ensure that technical details and procedures are explained as clearly as possible.
- Where possible, irrespective of how requests for information are made, we will try and respond.
- When key changes take place, we will place particular emphasis on communicating them through our website, Army FA Magazine and E-news letter.
- We will continue to develop the breadth of our communications channels to ensure our customer and stakeholder groups are able to access information and interact with us in ways that are most convenient for them.
- We will continue to consult with our customers and stakeholders to expand our communications.

### 3. We will make it easy for you

We want to put you in control by making sure that it is easy for you to work with us. Whether you have an urgent enquiry, a need for information, a technical query or a problem, the process of interacting with The Army FA should be as easy as possible. Whatever your needs or personal requirements, we'll keep our promise to see things through.

- We will use your feedback to ensure that our programmes, workshops and other services are deployed in ways that make it easy for you and that maximise participation as a consequence.
- You can telephone our office between the hours of 0900 – 16.30, Monday to Thurs, and on Friday 0900 – 12.30.
- We will answer telephone calls as quickly as possible. If the person you wish to speak to is not available, you will be able to speak with another available colleague.
- You can make a pre-arranged appointment to meet with any specific members of our team. All staff details are available on our website. [www.armyfa.com](http://www.armyfa.com)
- If you write to and / or fax us, we will endeavour to provide a full response within 7 working days. If this is not going to be possible we will acknowledge your letter within 48 hours, clearly explain why the process may take longer and tell you when to expect a full response.
- If you email us, you should expect a response within 24 hours. If the person you are emailing is unavailable, you should expect an automated 'out of office' reply together with a number to call if your enquiry is urgent. Due to the nature of our work some members of staff may be away from their desks / email for several days at a time. In such circumstances, customers will receive an automated response to emails advising them who to contact if the matter is urgent.

### 4. We will demonstrate that we have your best interests at heart

The majority of people working to develop and administer Army football give their time voluntarily, so the best way we can match this passion and commitment is by demonstrating that we have your best interests – and those of the game – at heart at all times.

We therefore commit to recruiting, training, supporting, coaching and developing colleagues who excel at customer service and promoting a customer service culture in all of our operations.

- We will listen carefully to you and ensure we fully understand your needs.
- We will always be polite and helpful.
- We will always act with integrity.
- We will always treat you with respect.
- We will always be open and transparent.

We will strive to provide the best possible service to all of our customers and stakeholders, irrespective of their gender, race, ethnic origin, disability, age, nationality, national origin, sexuality, religion or belief, marital status and /or social class.

All of the talents and resources of The Army FA will be fully utilised to maximise the levels of service offered.

#### 5. We will make your problem our priority

It's only when things go wrong, that our true commitment to customer service is exposed, so if you have a problem you must be able to count on your Association.

We therefore make the following promises.

- We will make it easy for you to contact us with comments and improvement suggestions. Simply email [info@armyfa.com](mailto:info@armyfa.com), write to Major Billy Thomson, Army FA, Clayton Barracks, Thornhill Road, Aldershot, Hants, GU11 2BG or telephone 01252 348571/4 where your comments will be acknowledged. We may contact you to find out more.
- If you have a complaint, please telephone us in the first instance on (01252 348571/4) or email ([info@armyfa.com](mailto:info@armyfa.com)) and we will do whatever we can to resolve the problem.
- If you prefer to write to us please address your letter to (Major Billy Thomson, Army FA, Clayton Barracks, Thornhill Road, Aldershot, Hants, GU11 2BG) explaining why you are unhappy and enclosing all of your contact details. We will then provide a full response within 7 working days.
- If the matter requires more time to resolve then we will acknowledge your letter within 48 hours, clearly explain why the process may take longer and tell you when to expect a full response.

In order to provide the best possible service, to better understand your needs and to speed up problem resolution, we encourage the resolution of complaints by telephone. Rest assured, however, that we take every complaint seriously and will endeavour to learn from our mistakes and use the experience to improve service for everyone.