



## Bord Iascaigh Mhara's Customer Action Plan

### Bord Iascaigh Mhara and its Customers

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The delivery of effective, quality customer service is a priority area for Bord Iascaigh Mhara (BIM).

This Customer Action Plan sets out clearly how we will ensure that we continue to provide our customers with the highest possible level of service. It outlines our commitment to the provision and delivery of customer service in accordance with the Twelve Principles of Quality Customer Service and the corresponding actions BIM will undertake in this respect.

The way in which Bord Iascaigh Mhara will honour these principles is set out in our Customer Charter.

### The Role of Bord Iascaigh Mhara

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Bord Iascaigh Mhara is the Irish state agency with responsibility for developing the Irish seafood industry.

BIM's mission is to support and enable an increase in value creation of a sustainable Irish seafood sector across the supply chain, from catch to consumer.

Our vision is to lead the Irish Seafood sector through our effective support and deep expertise so that Ireland becomes the international leader in high value differentiated products that satisfy the growing demand for healthy, safe, responsibly and sustainably produced seafood.

BIM's strategy for 2018 to 2020 outlines how it aims to enhance the competitiveness of the Irish seafood sector focusing on the following five key strategic priorities: Sustainability, Skills, Innovation, Competitiveness and Leadership.

### Customers of Bord Iascaigh Mhara

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BIM interacts with a broad spectrum of internal and external customers including:

- Our parent department The Department of Agriculture, Food and the Marine and other Government Departments, Offices and Agencies.
  - Stakeholders in the diverse seafood industry including a variety of producers from small pot fishermen to large seafood processing factories and small oyster farms to large organic salmon farming companies.
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- Other representative bodies, community and voluntary groups.
- BIM provides a range of training services to the Irish seafood industry through its National Fisheries College of Ireland located in Castletownbere, Co. Cork and Greencastle, Co. Donegal.

Members of the public also make contact with BIM seeking information on the Irish seafood industry.

## Twelve Principles of Quality Customer Service and how they are addressed by BIM

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*BIM is committed to providing the highest levels of service to all our customers in accordance with the Twelve Principles of Quality Customer Service as outlined below:*

### Principle 1: Quality Service Standards

Publish a statement that outlines the nature and quality of service which the customer can expect, and display it prominently at the point of service delivery.

#### BIM's actions to address principle 1

BIM ensures that all customers are kept fully informed of the standards of service they can expect to receive from us, through the following:

- We will provide a printed copy of our Customer Charter and Customer Action Plan in all BIM's public offices.
- Ensure that a digital copy of our Customer Charter and Customer Action Plan is available to download from BIM's corporate website [www.bim.ie](http://www.bim.ie)

### Principle 2: Equality/Diversity

Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (under the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community). Identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion, and for those facing geographic barriers to services.

#### BIM's actions to address principle 2:

BIM ensure your rights to equal treatment are met by:

- Maintaining a focus on equality/diversity issues to ensure that all customers are treated equally and in accordance with relevant legislation.

- Ensuring that the needs of staff and visitors with disabilities are identified and fully catered for. For queries in relation to disability issues, customers may contact our reception desk on (0)1 2144 100 or email [HealthandSafety@bim.ie](mailto:HealthandSafety@bim.ie)

### Principle 3: Physical Access

Provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs.

#### BIM's actions to address principle 3:

BIM will ensure that it provides clean, accessible public offices through the following activities:

- Ensure that full access to all areas of all our buildings is maintained for people with disabilities and any other customers with specific needs.
- Ensure that all areas of our buildings are clean, comfortable and comply with occupational and safety standards.
- Ensure that any issues or difficulties in relation to physical access can be addressed without delay by contacting reception on (0)1 2144 100 or by e-mail to [HealthandSafety@bim.ie](mailto:HealthandSafety@bim.ie)

### Principle 4: Information

Take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs. Ensure that the potential offered by Information Technology is fully availed of and that the information available on public service websites follows the guidelines on web publication. Continue the drive for simplification of rules, regulations, forms, information leaflets and procedures.

#### BIM's actions to address principle 4:

BIM will ensure that:

- All information provided by the organisation is clear, timely, accurate and fully accessible for any customers with specific needs.
- Material on each of the corporate websites follows all web publication guidelines in terms of accessibility and official languages equality.
- Our information distribution channels are kept as up-to date as possible and that these channels maintain pace with the most recent technological developments and innovations in media and communications.

- Every effort is made to provide information in as many different formats as practicable.

### Principle 5: Timeliness and Courtesy

Deliver quality services with courtesy, sensitivity and the minimum delay, fostering a climate of mutual respect between provider and customer. Provide contact details in all communications to ensure ease of ongoing transactions.

#### BIM's actions to address principle 5:

To help meet our customer service requirements in a timely and courteous manner BIM will:

- Ensure that all customers are treated with courtesy and that all enquiries are dealt with promptly and efficiently.
- Ensure that all staff members provide their names and sections when answering telephone calls.
- Ensure that voicemail messages are updated regularly and that all voicemail messages are responded to within three working days of receipt.
- Ensure that full contact details are provided on all written or e-mail communication from the organisation.

### Principle 6: Complaints

Maintain a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided.

#### BIM's actions to address principle 6:

In compliance with our complaints procedure BIM will:

- Ensure that all complaints are treated promptly, fairly, impartially and in confidence.
- Ensure that all complaints are acknowledged within five working days of receipt.
- Ensure that all complaints are investigated fully and that a reply to your complaint is issued within 20 working days. Where this is not possible, an interim reply will be given, explaining the reason for the delay and advising when a substantive response will issue.
- BIM will process records of complaints in accordance with your rights under the General Data Protection Regulation.
- Provide information on our Customer Complaints Procedure in our customer charter.

## Principle 7: Appeals

Similarly, maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services.

### BIM's actions to address principle 7:

- Customers who are not satisfied with the outcome or handling of a complaint, the matter may be appealed to the Chief Executive who will implement a review process, the outcome of which will be advised to you.
- If the matter is still not resolved, the customer has the right to appeal to the Office of the Ombudsman. Nothing in this appeals procedure affects your statutory rights under Freedom of Information, Data Protection or any other relevant legislation.

## Principle 8: Consultation and Evaluation

Provide a structured approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.

### BIM's actions to address principle 8:

- BIM is committed to ensuring that the views of all of our customers are considered in framing its policy initiatives.
- BIM is committed to ensuring meaningful consultation with industry representative groups and other interested parties and reflecting their opinions regarding the development, provision and delivery of our services.

## Principle 9: Choice

Provide choice, where feasible, in service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice, and quality of delivery.

### BIM's actions to address principle 9:

- Ensure the availability of multiple contact options for the organisation, including telephone, e-mail and website addresses.



- Ensure that BIM makes full use of new and emerging technologies to broaden the choice of services available to customers.

### Principle 10: Official Languages Equality

Provide quality services through Irish and/or bilingually and inform customers of their right to choose to be dealt with through one or other of the official languages.

#### BIM's actions to address principle 10:

- Ensure that the Annual Report, Statement of Strategy and other information publications and key policy documents produced by or on behalf of BIM continue to be made available in Irish.
- Ensure that customers who wish to deal with the Board through Irish are catered for.

### Principle 11: Better Co-ordination

Foster a more co-ordinated and integrated approach to delivery of public services.

#### BIM's actions to address principle 11:

- Ensure ongoing co-operation The Department of Agriculture, Fisheries and the Marine and other Government Agencies to improve co-ordination on service provision and delivery.
- Maintain a lead role for BIM on those inter-agency committees and groups on which it is represented and ensure strong effective collaboration on policy issues.

### Principle 12: Internal Customer

Ensure employees are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.

#### BIM's actions to address principle 12

- Ensure that a module on internal customer service is included as a key part of all Customer Service training and induction courses.
- Ensure that the training and development needs of each staff member are provided for through the implementation of the Performance Management and Development System (PMDS).

- Ensure the development of more effective internal channels of communication to allow staff to gain a fuller understanding of all aspects of the role of the organisation.

## Measuring and Evaluating Performance

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Bord Iascaigh Mhara employs a range of methods to measure and evaluate our performance against the standards set out in our Customer Charter, to ensure that we continue to deliver the highest levels of service to our customers.

In monitoring our performance we will:

- Benchmark our performance against previous results.
- Seek feedback and suggestions from our customers on ways in which we can enhance our service provision and delivery.
- Use internal management information systems to inform our customer service policies.
- Ensure full compliance with all applicable Health and Safety standards or regulations and carry out Annual Safety Audits and Disability Audits, all of which are externally validated by independent experts.

BIM is obliged to report on progress made in achieving service standards through our Annual Report.

## Training

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We recognise that in order for staff to provide a quality service they must be familiar with the policies and practices outlined in the Customer Action Plan and with the commitments given in our Customer Charter. We are fully committed to investing in appropriate customer service training for all staff and to regular refresher training where necessary, particularly for those members of staff in regular contact with our stakeholders and members of the general public.

## Statutory Obligations

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In addition to undertakings given in our Customer Action Plan and Customer Charter, we believe it is important that all of BIM's staff is aware of their statutory obligations. BIM is fully committed to fulfilling all relevant statutory obligations in relation to Data Protection, Equality, Freedom of Information, Prompt Payment of Accounts and Safety, Health & Welfare at Work.



## Consultation

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In order to monitor our performance against our customer service commitments BIM conducts surveys of our main customer groups. These surveys assess the needs of our customers and measure the extent to which the BIM meets these needs. It also measures customers' level of satisfaction with the services they have received.

The results of the survey give us a clear picture of our current performance in relation to service provision and delivery, showing how effective we have been in meeting the commitments in our Customer Charter.

We regard feedback as the key to understanding the needs and expectations of our customers and welcome and encourage customers to provide us with feedback. We encourage staff to use their day-to-day contact with customers as a means of gathering feedback on the quality of service provided.

## Customer Complaints Procedure

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Bord Iascaigh Mhara's customer complaints procedure is outlined in its Customer Charter.