

# Treating Customers Fairly

## *Policy Statement*

### *Tyson Cooper Ltd - Treating Customers Fairly*

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At Tyson Cooper Ltd we are committed in offering a professional service, sourcing vehicles and funding options which fits our customers individual needs and circumstances.

Our aim is best set out in our mission statement:

***To establish a competitive tendering model, striving for customer satisfaction by offering a tailor-made solution to suit personal and business requirements***

These words reflect the culture and philosophy that is central to our activity. We recognise, however, that to fulfil this objective we must:

- Invest in the training and development of our staff to ensure they are competent and focused on the importance of treating every customer fairly
- Monitor calls and activities to ensure that each sales enquiry is treated consistently and that any advice given is in the customers' best interests
- Continually assess the services we provide to ensure we can meet changing requirements
- Provide documentation to clearly and unambiguously explain how our Terms and Conditions
- Empower our staff to ensure any concerns raised by a customer are immediately addressed

We constantly monitor our ability to achieve these standards through:

- Regular assessments on individual performance
- Benchmarking performance against quality standards
- Internal and external audits
- Customer reviews and testimonials