

# Customer Charter

2023-2025



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## Introduction

As a public sector organisation, Kerry ETB is committed to providing a professional, effective, responsive service to all our customers. We treat all our customers with respect and make every effort to ensure that our services reflect your needs and expectations.

The purpose of this customer charter is to set out the service standards you can expect when dealing with our organisation. The charter has been developed in line with the continuous four-step cycle<sup>1</sup> prepared by the Department of Public Expenditure and Reform (DPER), which sets out the following for organisations across the public service:

1. Consultation with customers
2. Commitment to service standards
3. Evaluation of performance
4. Reporting on results

As a public sector organisation, we at Kerry ETB are committed to the provision and delivery of high-quality services to all customers.



<sup>1</sup> DPER. (2019) Customer Charter Initiative and Guidelines.

## Our Community

Kerry ETB is a leading provider of education and training in County Kerry, offering a comprehensive range of services to meet the diverse needs of our growing local community. As one of the largest statutory providers in the region, we provide access to high-quality education and training to individuals of all ages, regardless of their background or circumstances.

With an extensive network of locations throughout the county, Kerry ETB ensures convenient access to education and training opportunities. We offer a wide array of services, including primary and post-primary education and further education and training. In addition, we also directly oversee and deliver comprehensive learner supports, youth and creative services, and outdoor education alongside services related to the Irish language and corporate support.

We are continuously striving to enhance our services to meet the evolving needs of our customers. Our dedicated team of staff continue to work to create an inclusive and supportive learning environment that promotes personal growth as well as academic achievement.

## Our Customers

Our customers include those who directly or indirectly are in receipt of our services, staff, and stakeholders (individuals or bodies) with whom we engage.

## Mission Statement

Kerry ETB is committed to promoting the development of a lifelong and life-wide learning society in Kerry so that all persons have equal access to education and training opportunities.

## Our Core Values



Our core values, Inclusion, Respect, Equality, Quality, and Excellence in Learning, are centred on the belief that every person should have the right to access education and training opportunities to help them realise their potential and meet their personal, social, civic, cultural and economic needs.

Our core values underpin our actions and behaviours as we work to achieve our mission.



## Our Strategic Goals

Strategy Statement 2023-2027 – Building Your Future outlines our strategic direction for the next five years and addresses the following five primary goals:



# Guiding Principles of Quality Customer Service



## Our Service Standards

The service standards and commitments in our customer charter are underpinned by the **12 Guiding Principles for Quality Customer Service set out in DPER’s Customer Action Plans and Charters: Guidelines for Preparation.**<sup>2</sup> As with all our work, due consideration has also been given to our statutory obligation under Section 42 of the Irish Human Rights and Equality Commission Act 2014<sup>3</sup> (Public Sector Equality and Human Rights Duty) when preparing this document.

[CLICK TO LEARN MORE](#) ▼

 <b>1</b> Quality Service Standards	 <b>2</b> Equality and Diversity	 <b>3</b> Physical Access	 <b>4</b> Information
 <b>5</b> Timeliness and Courtesy	 <b>6</b> Complaints	 <b>7</b> Appeals	 <b>8</b> Consultation and Evaluation
 <b>9</b> Choice	 <b>10</b> Official Languages Equality	 <b>11</b> Better Co-ordination	 <b>12</b> Internal Customer

<sup>2</sup> DPER. (2018) Customer Action Plans and Charters: Guidelines for Preparation.

<sup>3</sup> Government of Ireland. (2014) Irish Human Rights and Equality Commission Act 2014.



## Quality Service Standards

This customer charter outlines specifically the nature and quality of service which customers can expect when engaging with our organisation.

Notices of this document are displayed prominently at points of service delivery.



## Equality and Diversity

We will continue to 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).

As an organisation, we will continue to identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion and those facing geographic barriers to services.



## Physical Access

We will continue to make every effort to provide clean, accessible public facilities that ensure privacy, comply with occupational and safety standards, and facilitate access for people with disabilities and others with specific needs.



## Information

We will continue to provide clear, timely and accurate information that is available at all points of contact. Our information will continue to meet the requirements of people with specific needs. We will also continue to ensure that the potential offered by ICT is fully available and that the information available on our websites follows guidelines on web publication.



## Timeliness and Courtesy

We will continue to deliver quality services with courtesy, sensitivity and minimum delay, fostering a culture of respect between the organisation and our customers. In particular, the following commitments refer to the level of service a customer or stakeholder can expect when contacting or visiting our organisation.



### Meetings and Visits

- We will provide courteous, helpful, friendly and prompt service.
- All reception staff are available to greet visitors during office hours.
- We will accommodate your accessibility requirements when you have told us about those requirements before your visit (subject to the availability of external providers in some instances). Requests for assistance can be made directly by phone or in writing to the event organiser/s.



### Telephone calls

- We will provide a courteous, helpful, friendly and prompt answering service.
- All reception staff are available to answer telephone calls during office hours.



### Written Contact

- We will acknowledge correspondence within five working days.
- We will issue a reply within 20 working days. If such a reply cannot be issued within this timeframe, an interim reply will be issued, informing you that the matter continues to receive attention.
- We will ensure replies carry details of the contact person and contact telephone number.
- We will ensure that replies will be in clear, simple language, free from jargon and technical terms as far as possible.



### E-mail contact

- We will ensure that all e-mails will be acknowledged in accordance with relevant Kerry ETB policy.





## Complaints

We are committed to maintaining a well-publicised, accessible, clear and simple-to-use system of dealing with complaints about the quality of service provided. We will ensure that any such complaints are dealt with in a consistent, fair and transparent manner.

### Complaint Procedure

If you are unhappy with the service you have received and if the issue cannot be resolved to your satisfaction with the staff member or section you have been engaged with, you can make a formal complaint to Kerry ETB Customer Service by emailing [customerservice@kerryetb.ie](mailto:customerservice@kerryetb.ie) or by writing to Customer Service, Kerry ETB, Centrepont, John Joe Sheehy Road, Tralee, Co. Kerry.

The Kerry ETB Customer Complaint Form is available for download on the website. All complaints should be made in writing utilising the 'Customer Complaint Form'.

We will endeavour to learn from mistakes to ensure that errors are not repeated.

### Process

- When we receive a complaint, it is sent to the most relevant team for follow-up.
- We will acknowledge all complaints within five working days.
- We will consider all complaints and issue a reply to your complaint within 20 working days. Where this is not possible, we will send you an interim reply explaining the position and advising you when you will receive a substantive response.

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## Complaints (cont'd.)

- If the complaint has not been resolved to your satisfaction, it may be referred for internal review by Kerry ETB. Review requests should be sent, in writing, within 10 working days of the date of the initial decision.
- Internal reviews will be carried out by a more senior staff member than the person who investigated and responded to the initial complaint.
- The outcome of the review request will be issued within 20 working days. Where this is not possible, an interim reply will be issued explaining the position and advising you when the outcome of your request will be received.

### Referral to the Ombudsman

- If you are unhappy with the complaint decision, you can request the Ombudsman investigate your complaint. You can contact the Office of the Ombudsman as follows:

 Complete the 'Make a Complaint Form' via [www.Ombudsman.ie](http://www.Ombudsman.ie)

 Office of the Ombudsman,  
6 Earlsfort Terrace,  
Dublin 2, D02 W773

 +353 1 639 5600

 @OfficeOmbudsman

### Issues Not Covered by Customer Complaints

- Any complaint under the Leadership and Management process.
- Refusal to enrol or expulsions under Section 29 of the Education Act, 1998
- Complaints from parents of students (under 18) or students (over 18) against our staff. These issues should be addressed under the "ETB Complaint Procedure."



## 7 Appeals

We are committed to maintaining a formalised, well-publicised, accessible, clear and simple-to-use system of appeal/review for customers who are not happy with decisions about services.



## 8 Consultation and Evaluation

We will continue to provide a structured approach to meaningful consultation with and participation by the customer concerning the development, delivery and review of services.

We will continue to ensure meaningful evaluation of service delivery.



## 9 Choice

We will continue to provide choice, where feasible, in service delivery, including payment methods, opening hours and delivery times. We will use available and emerging technologies to ensure maximum access, choice, and delivery quality.



## 10 Official Languages Equality

We will continue to 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.

### Correspondence through Irish

- We will conduct our business through Irish when requested.
- We will write back to you in Irish if you write to us in Irish.
- Our annual strategic reports are available in Irish and English, as per the Official Languages (Amendment) Act 2021.



### Better Coordination

We are committed to fostering a more coordinated and integrated approach to delivering public services.



### Internal Customers

We will ensure that our staff are recognised as internal customers and properly supported and consulted concerning service delivery issues.

Kerry ETB is wholly committed to providing the highest levels of service to all our customers in accordance with these principles.



# Contacting Us



## Our Access Officers

Any customer with a query relating to accessing services should contact our Access Officers as follows:

-  Kerry ETB, Centrepont, John Joe Sheehy Road, Tralee, Co. Kerry, V92 P2FE
-  [accessofficer@kerryetb.ie](mailto:accessofficer@kerryetb.ie)

## Freedom of Information

Under Irish Freedom of Information (FOI) legislation, every person has the legal right to:

- Access records held by a body to which FOI legislation applies
- Have official information relating to themselves amended where it is incomplete, incorrect or misleading
- Obtain reasons for decisions taken by public bodies affecting themselves

Freedom of Information requests can be sent to our Freedom of Information Officer as follows:

-  Kerry ETB, Centrepont, John Joe Sheehy Road, Tralee, Co. Kerry, V92 P2FE
-  [FOI@kerryetb.ie](mailto:FOI@kerryetb.ie)

All requests must be made in writing and specify that the request is under the FOI Act 2014.

You can read more about the Freedom of Information at [www.foi.gov.ie](http://www.foi.gov.ie).

## Data Protection

Under General Data Protection Regulation (GDPR), we are required to keep you informed of the following:

- The types of data we hold about you
- The purpose it is used for
- Your rights concerning how it is processed

We have published all relevant data protection policies and information on our website to help you understand how and why Kerry ETB processes your data.

For further information on data protection, please contact our Data Protection Officer as follows:

 Kerry ETB, Centrepoint, John Joe Sheehy Road, Tralee, Co. Kerry, V92 P2FE

 [dataprotection@kerryetb.ie](mailto:dataprotection@kerryetb.ie)

You can read more about data protection and GDPR at [www.dataprotection.ie](http://www.dataprotection.ie).

## Feedback Forms

Click on the links below to submit feedback to us via our website.

# Appendices



## Appendix I

### Further Information

#### Relevant Legislation

- Official Languages (Amendment) Act, 2021
- Irish Sign Language Act, 2017
- Equal Status Acts, 2000 – 2015
- Irish Human Rights and Equality Commission Act, 2014

#### Useful Information

[CLICK TO LEARN MORE](#) ▼

[Quality Customer Service Initiative](#)

[Our Public Service 2020](#)

[Consultation Guidelines](#)

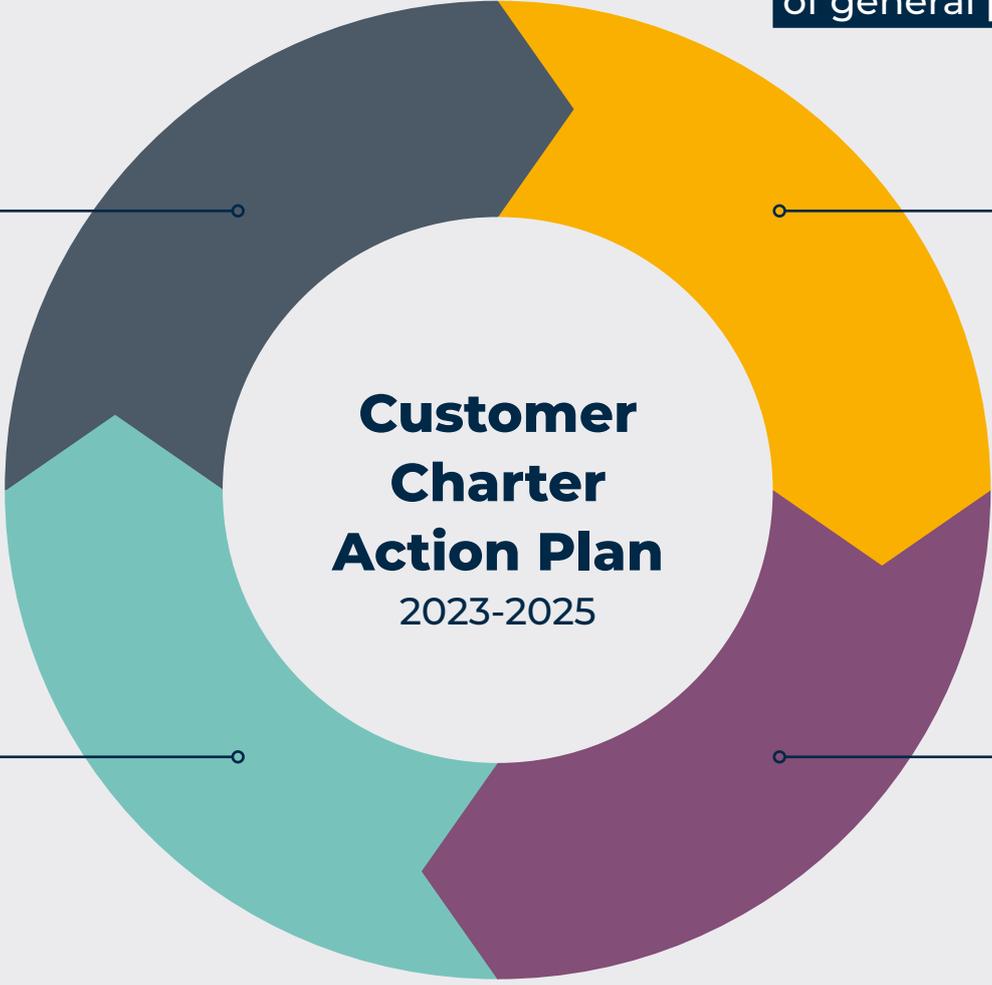
[Content Guidelines](#)

[Human Rights and Equality Commission](#)



Annual customer charter survey of staff

Annual customer satisfaction survey of general public



**Customer Charter Action Plan**  
2023-2025

QR codes in receptions and meeting rooms

Customer Charter training



## Appendix III

## Summary of Our Service Standards and Commitments

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>Quality Service Standards</b></p>	<b>Customer charter visibility rate</b>	Maintain a Customer Charter visibility rate of 95% or higher across all points of service delivery.	<p>Complete an annual customer charter survey of staff.</p> <p>Submit a report to the Senior Executive Management (SEM) forum, and report key performance information to the Minister in the annual report in line with DPER requirements.</p>
 <p><b>Equality and Diversity</b></p>	<b>Compliance with the Public Sector Equality and Human Rights Duty (PSD)</b>	<p>Achieve 95% or higher compliance with all tasks set out in the PSD Implementation Plan within the three-year timeframe (2023-2025).</p> <p>Conduct a minimum of 2 engagement activities per year across the scheme.</p>	<p>Regularly monitor the actions set out in the implementation plan.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
 <p><b>Physical Access</b></p>	<b>Health and safety compliance rate</b>	Achieve 95% or higher compliance with relevant health and safety regulations and legal requirements.	<p>Regular monitoring is carried out in line with the Corporate , with the support of the health and safety officer.</p> <p>Quarterly meetings to take place with the Directorate and annual meetings with the CEO.</p>
	<b>Accessibility of new facilities</b>	Ensure that 100% of new upgrades or builds are fully accessible.	Report on the accessibility of upgrades/new facilities upon completion.

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Appendix III

**Summary of Our Service Standards and Commitments (cont'd.)**

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>Information</b></p>	<p><b>Information clarity and accuracy rate</b></p>	<p>Maintain a rate of 95% or higher for clear, accurate, and timely information.</p>	<p>Complete an annual customer satisfaction survey to collect feedback from customers and assess the quality control in place to determine the clarity, accuracy, and timeliness of information.</p>
	<p><b>Accessibility compliance rate</b></p>	<p>Achieve 95% or higher compliance within the 2023 to 2025 timeframe.</p> <p>Maintain high utilization rates for ICT.</p>	<p>Conduct an accessibility review of Kerry ETB materials to determine compliance with accessibility standards.</p> <p>Regularly assess ICT utilisation and website compliance</p>



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Appendix III

**Summary of Our Service Standards and Commitments (cont'd.)**

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>Timeliness and Courtesy</b></p>	<p><b>Customer satisfaction with meetings and visits</b></p>	<p>Maintain a customer satisfaction rate of 90% or higher for meetings and visits.</p>	<p>Conduct customer satisfaction surveys after a random selection of meetings/visits and compile the results.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
	<p><b>Response time to written correspondence</b></p>	<p>Acknowledge correspondence within five working days and issue replies within 20 working days on average.</p>	<p>Measure the number of complaints initiated in relation to response times/ email acknowledgement.</p>
	<p><b>E-mail acknowledgement compliance</b></p>		
	<p><b>Customer satisfaction with telephone service</b></p>	<p>Maintain a customer satisfaction rate of 90% or higher for telephone calls.</p>	<p>Complete an annual customer satisfaction survey to collect feedback from customers and assess the quality control in place for telephone calls.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>

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Appendix III

**Summary of Our Service Standards and Commitments (cont'd.)**

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>6</b> <b>Complaints</b></p>	<p><b>Accessibility of complaints system</b></p>	<p>Ensure that the complaints system is accessible to all customers, with no reported accessibility barriers.</p>	<p>Periodically review and update complaint submission instructions and channels.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
	<p><b>Complaint management</b></p>	<p>Maintain a customer satisfaction rate of 90% or higher regarding the handling of complaints.</p> <p>Implement at least 2 improvements annually based on complaint analysis.</p>	<p>Measure the number of appeals initiated.</p>
 <p><b>7</b> <b>Appeals</b></p>	<p><b>Accessibility of appeal/ review system</b></p>	<p>Ensure that the appeal/review system is accessible to all customers, with no reported accessibility barriers.</p> <p>Maintain a customer satisfaction rate of 90% or higher regarding the outcome of appeal/review processes.</p>	

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## Appendix III

## Summary of Our Service Standards and Commitments (cont'd.)

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>Consultation and Evaluation</b></p>	<p><b>Level of customer participation and satisfaction with the consultation process.</b></p>	<p>Maintain a high level of customer participation and satisfaction, aiming for a participation rate of at least 50% in consultation activities.</p>	<p>Complete an annual customer satisfaction survey to collect feedback from customers and assess the quality control in place to determine the customer participation and satisfaction rate. Included also should be feedback from consultation processes conducted independently under the FET and SY&amp;M pillars.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
 <p><b>Choice</b></p>	<p><b>Customer satisfaction with the level of choice offered in service delivery.</b></p>	<p>Maintain a customer satisfaction rate of at least 90% regarding the choices available in service delivery.</p>	<p>Complete an annual customer satisfaction survey to gauge their level of satisfaction with available choices (e.g., payment methods, opening hours, and delivery times). Included also should be feedback from consultation processes conducted independently under the FET and SY&amp;M pillars.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>

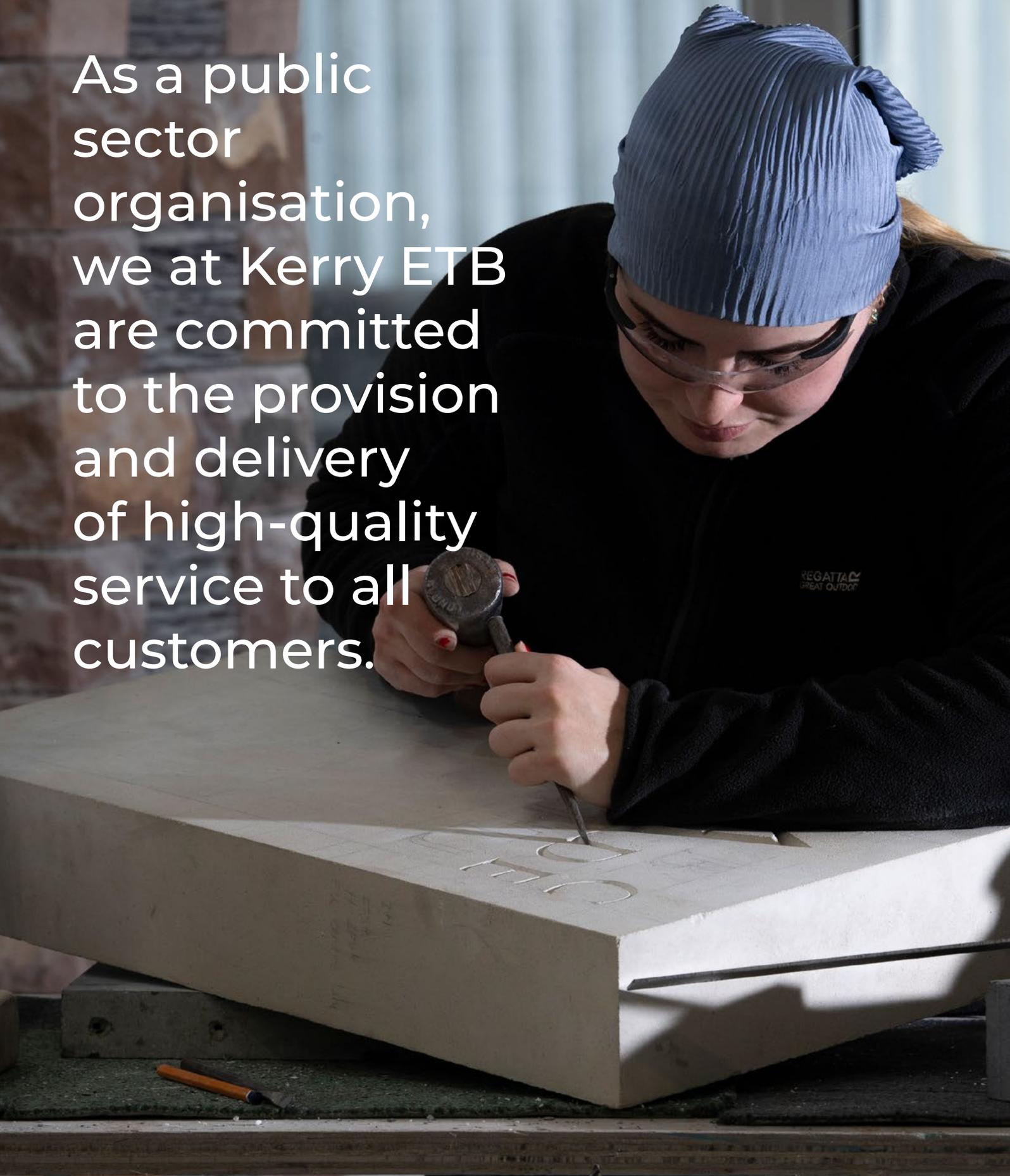
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## Appendix III

## Summary of Our Service Standards and Commitments (cont'd.)

Service Standards and Commitments	Performance Indicators/ Measurement Tool	Performance Target	Measurement and Reporting
 <p><b>Official Languages Equality</b></p>	<b>Irish language compliance</b>	Achieve 95% or higher compliance with requests and responses in Irish as per the Official Languages Act.	<p>Track the number of requests made in Irish and the corresponding responses (via the annual customer charter survey of staff).</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
 <p><b>Better Coordination</b></p>	<b>Increase the level of coordination and integration in service delivery</b>	Quantify a specified number of collaborative initiatives each year.	<p>Document and track the establishment of collaborative initiatives and evaluate their impact on service delivery and coordination.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>
 <p><b>Internal Customers</b></p>	<b>Staff internal customer recognition and support survey</b>	Maintain a Customer Charter visibility rate of 95% or higher across all points of service delivery.	Maintain records of staff training on the Customer Charter and track progress towards the target.
	<b>All staff will receive the necessary training required to provide a professional, effective and responsive service to all our customers in line with our customer charter and related action plan</b>	Ensure that 100% of staff have completed the required Customer Charter training within a specified time frame.	<p>Record a training video and make it available to all staff.</p> <p>Submit a report to the SEM forum and report key performance information to the Minister in the annual report.</p>

As a public sector organisation, we at Kerry ETB are committed to the provision and delivery of high-quality service to all customers.





Ag tógáil do thodhchaí Building your future

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