



Customer Service Charter

2010

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1. Who We Are

We are a small privately owned independent bike shop based in Altrincham Cheshire. We have been trading for over 11 years and we believe in being the kind of company that we would want to buy from if we were customers. You have our total commitment as fellow active sports enthusiasts (apart from Steve 😊), Internet users and hardworking pillars of society that you'll be satisfied with our shop, our price, our attention to detail and our service. Because we are all bikenuts (nearly all not naming names there is a black sheep) this is reflected through in our passionate service and our delivery. Nowhere else is this clearer than with our products and brands, we stock kit that we would want to buy that we have used for years and we know firsthand to of the highest quality at the price. The youngest of us is 36; this means that we have just over 80 years (frightening) of cycling experience, kit expertise and knowledge you can be sure you will get the very best in terms of product knowledge and our goal is to provide; excellent service and the very best quality product at that price.

There are 6 members of the team

Neil – General Manager

Neil was the founder of the 'shak' and still works with the new owners today. What Neil doesn't know about bikes and fixing bikes isn't worth knowing, he is the shops walking encyclopaedia. Despite being a Granddad he can still mix it up on the trails and single speeding time trialling. Neil oversees all of the key matters in the shop, oh and he likes beer!

Simon – Retail Manager

Simon takes care of the retail side of the business, very knowledgeable on all things bike and kit, you will always find Simon available to help in the shop, knowledgeable on all things we stock as well as the latest kit coming out and the reviews they have received. He likes his beer and his riding and often commutes to us from Adlington.

Steve – Workshop/Internet

Steve has been in our workshop for x years ensuring that what we sell is in premier condition before it goes out of the shop and fixing the bikes that come through the door. Steve is in the premier league of Mechanics there isn't anything he can't do in the workshop to a bike. Steve is also a webbie guy and oversees our webshop logistics, a true multi-tasker.

Joe – Workshop

Joe is the artist/Bob Marley of the workshop he has a natural ability with the bikes, the bike whisperer. Joe has many years experience on working on all sorts of bikes from Italian wonder bikes to rickshaws. Your rig is in very, very safe hands with Joe

Scott – Director

The prettiest member of the team Scott is masterminding the Bikeshak web presence, Scott takes care of our supplier relations ensuring we have the best products at the best price, a strong mountain biker and average road cyclist.

Andrew – Director

The least pretty member of the team but probably the fittest, Andrew a chartered accountant takes care of our business financially and helps strategically.

2. What is a Customer Service Charter? – serious stuff

A customer service charter is an open and public commitment from us to you, our customers, to deliver quality service and product and maintain the highest levels of customer satisfaction.

We use this charter to outline what you can expect to receive, and how you can expect our staff to behave when you deal with the Bikeshak. As well, this charter empowers you to provide us with feedback, including how you may help us achieve the standards set out within.

The standards documented in this customer service charter are ones that the directors and all staff are committed to delivering as part of our vision to provide the best bikeshop experience you could possibly receive.

This does not however represent legally binding or enforceable standards or rights, we do take customer service very seriously and we want to know good bad or indifferent whether we have met expectations

2.2 How Will Our Performance be measured?

This service charter will be reviewed periodically, and our performance in upholding the standards of customer service outlined within will be appraised annually by Directors and all staff. We will be asking our customers for proactive feedback via our new website www.bikeshak.com.

3. Service Commitment

We aim to provide an exceptional client experience second to none in our industry and always strive to go the extra mile.

3.1 What is Good Customer Service?

Bikeshak considers good customer service to mean expert provision of advice and the highest quality cycling product or service at the price point, backed up with high quality expertise. We endeavour to add a meaningful insight to your choice, size and fit given all the information provided, helping you to fully understand what is best for you and ensuring you make the right decision. This is to be delivered by courteous, professional staff that are trained to the best of our ability in their roles to enable delivery of prompt and valuable service.

3.2 Hours of Operation

Our shop is open are 9.00am – 5.00pm Mon, Tuesday, Wednesday, Friday, and Saturday, we are open until 7.00pm on Thursday.

When the shop is not open you can contact us via email on shop@bikeshak.com or call and leave us an answer machine message on 0161 929 9355. We will answer emails and messages within 1 working day.

3.3 Customer Service Standards

3.3.1 Retail sales

- When you walk through the door into our retail shop you will be welcomed, courteously and professionally every time.
- We will leave you for no more than 5 minutes before you are asked whether you would like some expert advice.
- Alternatively please feel free to ask an available member of staff for help when it is convenient time for you.
- All of the staff detailed in this document apart from Andrew are capable of helping you in the shop each with over a decade of knowledge behind them.
- Potentially at busy times; first thing in the morning, last thing in the afternoon, Saturdays and Thursday evenings we won't be able to get to you as quickly as we would like.
- Please be patient with us, we can only promise that the wait is worth it in terms of the quality service and expertise we will provide.

3.3.2 Workshop

New Bikes

- Your bike will only be presented to you after a thorough PDI, this PDI covers off 15 key checks after the bike has been professionally built.
- Each bike is signed by a professionally trained mechanic and test ridden prior to you receiving it.
- Each bike will be presented with a handbook and you will receive some professional advice on maintaining the bike.
- We will set the bike up so that the bike fits.

Servicing

- When you bring your bike into us for a service you can be guaranteed you will get only the very best people and quality of work carried out on your pride and joy.
- Your bike will be back with you when we say it will, should something unforeseen arise we will let you know immediately and you will be told the cost and if there is going to be a delay.
- We will only recommend parts if they are truly at the end of their lifecycle. We will try and provide an indication of when that is based upon how you ride and the information you give.
- Your bike will be given back to you with report explained to you what we have done to the bike and why.

3.3.3 Website and mail order

- Coming soon!
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4. Complaints Process – really serious stuff

All feedback, complaints or issues for resolution received by any bikeshak staff member will be dealt with in a courteous and professional manner. In the same way that you can expect to always be treated with respect and professionalism, we expect you to treat our staff the same way.

Most complaints will then be handled as per the following resolution process: where time frames are given, these are what we at the 'shak' aim for would aim for; however depending on the nature of the complaint or issue, this may not always be possible. Where it is not, you will be given a timeframe for resolution and receive regular updates.

4.1 Resolved Complaints (Level 1 – not escalated)

All Bikeshak staff are empowered and encouraged to deal with and resolve member complaints personally. We aim to resolve these complaints within 1 business day. If this isn't handled to your satisfaction then please contact Neil Walton on 0161 929 9355 in the first instance.

4.2 Level 2 Escalated Complaints

If the complaint is unable to be resolved with the initial member of staff you dealt with then Neil Walton will be in contact within 1 business day of last contact. Level 2 escalated complaints will be resolved within 3 business days of contact with Neil . If this isn't the case then please contact Scott J Davies via email at shop@bikehsak.com.

4.3 Level 3 Escalated Complaints

Where a complaint is escalated beyond Neil Walton – General Manager, a Bikeshak Director will be called upon to settle the dispute. Level 3 escalated complaints will be resolved within 5 business days of contact with the Director.

5. Feedback

Bikeshak encourages open and constructive feedback from all our staff and customers. Your comments on our service and our Customer Service Charter are more than welcome, and can be made to:

Feedback
Bikeshak
Altrincham Bikeshak Ltd
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