



Customer Charter.

Working together to achieve great things.



Successful relationships start with mutual understanding. This charter explains what that means, and how we can work together so you can get the best out of us.

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Our relationship style:

- Build enduring relationships. Of course, there's no obligation but we always hope you'll stay for longer than one project.
- **Become trusted advisors and partners. Your guys in the biz, if you will.**
- Set the highest standards of professional service, respect, honesty and fairness.
- Admit mistakes and correct them quickly.
- Make recommendations based on data, analysis and our professional experience.
- Explain our recommendations clearly (and if our nerd-radar starts going off, tell us and we'll make sure we bring it back down to earth!)

Keep it honest, keep it open:

- Communicate consistently and openly (we know it's hard sometimes, but it always works out better in the end).
- Seek informed consent, always.
- **Confirm decisions and report actions in writing... it saves time, and our noodles.**
- Be up-front and clear about costs and schedules; no surprises.



Communication is key:

- Meetings: turn up on time, come prepared, take notes, share agendas in advance, follow-up.
- **We keep our cameras on during project calls – it's nice if you do that too. We all work from home and we miss humans. Well behaved pets and children welcome.**
- We like to record calls so we can review what was said. They're also great for internal training. If you'd rather we didn't, that's fine. For clarity, we don't use recordings to hold you to anything. After all, you're allowed to change your mind.
- Life happens but please give as much notice as possible about meeting and schedule changes.
- Respond to queries promptly and make decisions quickly.
- Escalate problems or complaints urgently if required to make progress.

Getting the best, the best, the best of us:

- **We love constructive feedback, it helps us to improve our service.**
- Positive feedback is hugely motivational; tell us what we did well and we'll do more of it.
- Get to know your project team...and never be afraid of a techy (it's true, they are mystical creatures but don't bite).
- Before you say 'no' ask us 'why'.
- **We value work-life balance. Last-minute rush jobs and pop-up requests do happen but they're best avoided if you want great work.**
- We work flexibly and across different time zones so there's usually someone around who can help you when you need it.
- We can't move faster than you let us, we don't know everything that you know and we can't make decisions for you. So clients who turn up for meetings, share their knowledge, give good feedback and make decisions quickly see better results.
- We build better relationships with clients who understand what we do and how we work. It's ideal if our clients work with our processes and systems.