

Customer Care Policy, Complaints & Customer Services Standards

Acuity believes that high quality customer service is a key part of our everyday business. Our Customer Service Standard aims to assist us in delivering outstanding service to all our customers.

Acuity is committed to:

- Treating our customers with respect and courtesy
- Providing equal and easy access to our services
- Improving our speed of response to customer enquiries
- Integrating good customer services into all areas of our business
- Enabling our customers to provide us with suggestions and comments easily

Our service standards:

- We aim to pick up the telephone within five rings. If the person you are trying to contact is not available, we will either take a message and ensure they call you back as soon as possible, get another member of staff to deal with your enquiry if possible, or give you the mobile number of the person you need
- If you leave a voice-mail message, we will return your call within one working day of the time of the message or as soon as the member of staff is available
- We aim to acknowledge all email enquiries within one working day and send an initial response within three working days. A full reply to your email will be given within 10 working days
- We will see personal callers to our office by prior appointment only
- We aim to process payment requests within 30 calendar days
- We aim to provide our customers with information in plain language
- We will provide customer information in large print on request
- We will ensure that all venues used for meetings, service improvement workshops, conferences and other Acuity events are fully accessible for people with disabilities and are Disability Discrimination Act compliant
- We will not tolerate the use of foul or abusive language, inappropriate comments about disability, comments of a racist, sexist, homophobic or ageist nature, threats or harassment either to staff or other service users in meetings, or at any Acuity events such as performance improvement clubs and workshops

Our staff will:

- Introduce themselves to all callers, or wear name badges when visiting you, or at conferences, interactive workshops and other events
- Be approachable, polite and courteous to you at all times



- Listen to you and seek to understand your needs
- Treat everyone and every organisation fairly in accordance with their own diverse needs
- Dress smartly when visiting organisations, or representing Acuity at conferences and other events
- Keep you informed of new service developments

Making suggestions and complaints:

We are always seeking to make improvements to our services and welcome comments and suggestions. These can be submitted via acuity@arap.co.uk.

Complaints:

We aim to provide an excellent service to all our customers. However, we are aware that things sometimes go wrong. We want to correct mistakes quickly and improve our service to you. We would ask that, in the first instance, you raise your complaint with the member of staff you are dealing with, so that we can rectify the problem at the earliest opportunity.

Should you need to make a formal complaint, please get in touch with acuity@arap.co.uk or alternatively write to the address below:

Acuity
FAO Denise Raine
PO Box 395, Umberleigh, EX32 2HL

We will acknowledge complaints within one working day; provide an initial response within three working days and a full reply within ten working days.

Review

Signed by a Director of the company

Denise Raine

Version: Customer Care Policy, Complaints and Customer Service Standards 2026

Last Reviewed: 14 December 2025

Next Review: 31 December 2026

