Road Accident Fund

Customer Service Charter
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1. Purpose of the Charter

Our Customer Service Charter states our commitment to provide you with a high-quality service and standards by which to measure our performance. It also provides our employees with clear principles to strive for in-service excellence and to achieve the Road Accident Fund’s (RAF’s) Vision, Mission and Values identified in our Corporate Strategic Plan.

2. Vision

To provide the highest standard of care to road accident victims to restore balance in the social system.

3. Mission

To provide appropriate cover to all road users within the borders of South Africa; to rehabilitate persons injured, compensate for injuries or death and indemnify wrongdoers as a result of motor vehicle accidents in a timely, caring and sustainable manner; and to support the safe use of our roads.

4. Primary Values

• **Ubuntu:** We care for and support our customers. We care for and support each other.

• **Solution Focused:** We offer solutions. We take responsibility for our actions.
• **We take pride**: We commit to and demonstrate integrity, honesty, consistency and fairness in our actions and decisions. We model the highest standards of personal and professional behaviour.

• **Excellence**: We execute our duties with dedication and fortitude, while pursuing excellence across the business. We are driven by a desire to succeed, which we realise through intelligent planning and commitment to delivery.

• **Efficiency**: Doing the right thing with the least amount of resources. In our endeavours we strive to obtain optimal output from the time, cost and effort invested.

5. **Distinguishing Values**

In order to drive strategic improvement and the repositioning of the RAF into the Road Accident Benefit Scheme (RABS), the following distinguishing values guide the direction and operations of the organisation into the future:

**Bold** - We will make courageous decisions for the benefit of the organisation and future generations.

**Ambitious** - We will lead with strength and conviction to achieve our vision for the Fund.

**Innovative** - We will learn and adapt to changing circumstances to ensure we are always one step ahead.
**Enterprising** - We will undertake ventures that forge new directions for the organisation.

**Compassionate** - We will act with empathy and understanding of our customers’ needs and ambitions.

**Unison** – We will act as a united front to deliver the best service to our customers.

6. **Service Standards**

6.1 **In General**

- We will respect each other so as to present a united front and deliver on our brand promise of “We Care”.

- We will respect our customers.

- We will provide prompt, friendly, courteous and efficient customer service and at all times remain professional.

- We will take ownership of your enquiry, follow up and keep you informed of progress to completion.

- We will be realistic about what we can do and in what time frames.

- We will provide you with accurate and consistent information.

- We will show respect for your privacy in your dealings with us and the confidentiality of information discussed.

- We will strive to excel in providing excellent customer service through continuous improvement, customer
surveys and identification of new technologies to assist in the customer experience.

• We will actively seek your feedback on our services to ensure they meet your needs.

6.2 Face-to-Face

• Our frontline customer service employees will identify themselves for ease of communication.

• We will provide you with information as to what is happening within the organisation and provide relevant options and available services to you.

• We will listen to you and discuss your requirements fully.

• We will endeavour to satisfy your request at the time of your visit.

6.3 Telephonically

• We will endeavour to answer your call promptly.

• Phones will not go unanswered.

• If the person you are contacting is unavailable, the call will be forwarded to someone who can assist.

• Where messages are left on voicemail, they will be returned within one business day. We will advise you of any delays and offer suitable options or offer to return your call.
• We will introduce ourselves using first names and business unit name and provide a direct contact number for further communications where necessary.

• We will take personal responsibility for, and ownership of, your enquiry to reduce transferred calls.

• Where possible, when customer calls are transferred internally, we will introduce your call to the recipient so as to reduce the need for you to explain the purpose of your call multiple times.

• We will return your telephone enquiry by the next business day.

6.4 In Writing or E-mail

• We will write to you in clear, concise language that is easily understood.

• We will send out standard information to you within 24 hours of receiving your request.

• We will respond to your letter or e-mail of general correspondence relating to your claim within seven working days of receipt.

• If your enquiry requires in-depth research or follow-up that will take longer than seven working days, we will acknowledge your correspondence, and where possible, provide an expected completion date and details of the employee responsible for the response.
6.5 Via the Internet or Social Media

- We will maintain our website with relevant and up-to-date information that is easily understood and accessible.
- We will post interesting, engaging, relevant and up-to-date information on our social media platforms that encourages interaction and feedback.
- We will respond to enquiries and posts on our social media platforms in a timely and professional manner.
- We will keep up to date with online services and community engagement tools and trends.
- We will continue to review the Fund’s web-based and social media platforms to further engage and connect with our customers and claimants, and
- We will provide additional online self-service facilities and tools.

6.6 Measuring and Improving the Quality of our Service

We will measure and improve the quality of our service by:

- Conducting an annual Customer Satisfaction Survey.
- Implementing quality training and coaching activities for our staff.
• Using key performance indicators in our quarterly performance management reviews.
• Using effective internal systems and reporting to measure our performance.
• Recognising our staff for customer service delivery excellence.

6.7 Helping Us to Help You

You can help us to meet our commitments to you by:

• Being courteous, polite and respectful of our employees.
• Respecting the rights of, and provide courtesy towards, other customers.
• Being open and honest with us by providing accurate and complete details when contacting us.
• Letting us know when your situation changes, for example, your address or personal details change.
• Contacting the Fund to make an appointment if you have a complex enquiry, or need to meet with a specific employee.
• Contacting the employee referred on any correspondence sent to you and quoting the reference number – if applicable.
- Using appropriate channels for customer requests, complaints and compliments while using online social media channels for general dialogue.

- Working with us to help solve problems.

- Telling us where we fall short on our service in any aspect so that we may improve our services to you.

- Helping us recognise our employees by telling us when you have received excellent customer service.

- As we strive to deliver exceptional customer service, we encourage you to provide feedback.

- Whether you have a request for action, a compliment or a complaint, we would like to hear from you.
7. Customer Feedback

Our organisation is committed to providing excellent customer service. For any further feedback contact the following:

Call Centre: 0860 23 55 23
Customer Services: customerservices@raf.co.za
Complaints: complaints@raf.co.za

Road Accident Fund
Website: www.raf.co.za