



**THE TILE ASSOCIATION  
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### **The Tile Association Generic Customer Care Policy Guidelines**

- An assurance of the highest possible service to the customers
- To offer products/services within relevant current British, European and International Standards
- An assurance of fully trained staff/operatives within the business
- An assurance that advertising/sales promotions/public relations should comply with current Advertising Regulations
- Products/services and prices should be displayed in an easy to understand format complying with current price legislation
- An assurance that all information given to potential or actual customers should be accurate, truthful and based on full product/service knowledge
- Once orders are received/sales are made the business should carry out the order/service to the best of their ability advising the customer of any delays or problems
- An assurance that goods/services should be delivered/undertaken at an agreed time/date
- The customer should receive adequate guidance on the use, care and maintenance of their tiling products/services
- The customer should be given written information on the business' returns policy
- In the event of a complaint the customer should be dealt with quickly and courteously by the business' staff