



**Dawson
Books**

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The Dawson Customer Team

supporting George, Sally and Cheryl throughout the UK and Ireland.



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Please turn the page to read about service standards at Dawson Books.

InTouch with Dawson Books

The Dawson Customer Team

At Dawson Books, a three month training schedule is provided for all frontline members of the team. Targets are established and measured each week with regular on-going assessments in all areas.

As part of the training of the team, all members are given instruction in the operation of our core systems, in the standards of telephone and email etiquette expected and imparted with general knowledge of the organisation and environment we work in. These standards are illustrated:

Emails:	▷ to be responded to within 24 hours
Telephone calls:	▷ to be answered within 4 rings
Held lines:	▷ actioned within 2 hours
Claims:	▷ actioned within 24 hours
Customer manual posted orders:	▷ actioned daily before 10.30am
Electronic order imports:	▷ twice a day

As new systems and products are introduced and others evolve at Dawson Books, a continuous training programme ensures that the team are kept up to date and conversant with developments.

Enhancement of customer knowledge through library visits, Open Days and Dawson Days ensures that the team keeps an understanding. Staff are also given opportunities to enhance their library knowledge by occasional customer visits with the Sales Team and attending Dawson Days.

Dawson Books also employs formal, relevant training courses to further enhance the skills of the team. Recent courses have covered subjects ranging from Customer Service Skills, Telephone Training and specific Industry related courses such as NAG school.

In addition to English, a number of the team are fluent in Arabic, French, German and Spanish.

The Customer Team is at the heart of Dawson Books, co-ordinating between Dawson teams and our customers as first point of contact.



The Customer Team are working in partnership with you to the very highest standards.