



The Humber Bridge Board

Customer Services Policy

Our customer service policy makes clear the Board's commitment to provide excellent services that offer value for money. Key to achieving this vision is a good relationship with our customers and partners.

1. Why have a policy?

Customers that use the Humber Bridge have an expectation of the services we provide. It is important that you know what to expect from us in terms of service so that you can measure whether we are successful or not, and also to ensure that all staff and partners that work for the Humber Bridge Board know what is expected of them. As a tolling bridge, we provide an essential link between the north and south banks of the Humber, which saves our customers time and resources.

The development of the UK's first hybrid tolling system now enables customers to open a HumberTAG account with us, which provides them with the opportunity for an uninterrupted transit across the bridge at a discounted rate. The relationship with our TAG account customers is governed by the terms and conditions.

We wanted to ensure that our customers still had a choice, and therefore have kept the toll booths open in both directions, where customers can pay via cash and card payments.

It is an offence to cross the bridge without paying the appropriate toll, however we also understand that sometimes mistakes can happen and bridge users can get into the TAG lane by accident without having a TAG account. In these circumstances we have used our discretion to enable bridge users to rectify such mistakes by paying their toll online retrospectively within a defined payment window. The instructions on the website advise customers to check from the following working day after 1pm following their transit and to contact us by phone if the debt hasn't appeared within 4 days.

Customers may also have other enquiries about the bridge and this policy ensures that customer enquiries and complaints are dealt with in a consistent and proactive manner, irrespective of their nature.

2. Our Customer Charter

The Humber Bridge Board aims to be an organisation that puts the needs of the customer first. Our staff are committed to providing a responsive, caring and professional service.

We promise to:

- Act in a professional manner and be polite at all times
- Deal with your enquiry promptly or explain the reason for any delay
- Listen to you and ask for your views
- Keep our promises
- Be open and honest and explain our decisions
- Apologise when we make a mistake and put things right
- Accept your right to complain and guarantee a full investigation and considered response
- Treat you and your data with respect and in line with GDPR

We would like you to:

- Give us the information we need to help you
- Treat all our employees appropriately and with respect.
- Help us to improve by giving us your views and suggestions
- If we don't do as we say in this charter, please tell us



3. Our customer standards

We aim to:

- Welcome you with a warm and friendly greeting, including confirming you are through to the Humber Bridge Board
- Answer the phone within five rings (once an operative is available to answer the call)
- Call you back when we promise to
- Respond within 1 working day to requests to change vehicle details on TAG accounts
- Reply to letters within 10 working days
- Respond fully to emails sent to admin@humbertag.com and mail@Humberbridge.co.uk within 5 working days
- Respond to emails to unpaidtoll@humbertag.com within 10 working days
- If your query can't be resolved within our targets we will contact you to explain why and give you timescales

Other commitments:

- Resolve your query at the first point of contact or pass you to a colleague who can help with your specific query if we're unable to resolve on the spot
- We will use auto attendant technology to provide information to customers contacting us by telephone and to direct customers to the person/team that can help resolve their query
- We operate audio recordings of telephone calls, we also log all calls on our system for future reference
- We do make CCTV and audio recordings of transits through the toll plaza, we may use these to help respond to your enquiries and complaints
- Treat you fairly – demonstrating our commitment to equality and diversity
- Communicate in plain language
- Make sure our building and other buildings we use for the provision of our services are accessible
- Provide seating and somewhere to fill out forms in reception areas
- Make effective use of ICT and web services
- Have well-trained and confident staff that have the skills and knowledge to do the job

What we ask of you:

- Treat all of our staff with courtesy and respect, avoiding unacceptable behaviour (we do not tolerate swearing, shouting, demeaning and offensive language)
- Take the courtesy to ask the member of staff's permission if you intend to record the conversation and respect their decision/response
- Give us the information and documentation we need to help you
- Help us by telling us when we do not meet your expectations, giving your views and suggestions

4. How will we monitor this policy?

We will:

- Make it easy for you to make a complaint, comment or suggestion
- Monitor complaints to ensure we learn from our mistakes
- Monitor our performance against these standards and policy
- Train and support our staff in providing better customer service



5. Disputing an Unpaid Toll Notification Process

The Humber Bridge Board operates a three stage process for dealing with disputes:

Stage 1: initial Email / Letter Received – customers have the opportunity to submit a dispute regarding the unpaid toll notification they have received. The details will be reviewed by a member of the unpaid toll Team and a response will be sent within 10 days. At this stage, administration fees incurred are frozen from the date of when correspondence is received.

Stage 2: Formal Resolution – For Customers who are unhappy with the stage 1 response, they can ask for their case to be reviewed again. This will be investigated by the Customer Services Management Team with a rationale for the decision made. Appeals where no reason, other than disagreeing with the stage 2 decision, will not be accepted.

Stage 3: Final Resolution – For Customers who appeal the stage 2 decision, their complaint will be investigated by a different and more senior officer. This will be a member of the Senior Management Team, usually the Head of Operations and a written response will be provided with a rationale for the decision made, this decision will be final. Failure to pay at this stage upon request will result in the case being passed to legal advisors for debt recovery and enforcement fees will be added.

The Board will not get involved in individual customer disputes, but will receive performance data and a summary of customer comments on a regular basis.

6. Complaints Procedure

Stage 1: initial Email / Letter Received - If the complaint or enquiry relates to a service that is not within the remit of Customer Services, the complaint will be passed to the Manager of the relevant department. You will be notified of the escalation of your complaint and to whom it has been forwarded on to. A response will be received within 10 working days.

Stage 2: Formal Resolution - For Customers who are unhappy with the stage 1 response, they can ask for their complaint to be reviewed again and in this case, the enquiry will be escalated to the Head of the relevant Department.

Stage 3: Final Resolution – In the case of you not receiving a satisfactory response, your complaint will be passed during this final stage to the Chief Executive who will respond accordingly.