

Customer Service Policy

Policy Statement

Our Customer Service Policy makes clear our commitment to provide excellent services that offer value for money. Key to achieving this vision is a good relationship with our customers and partners.

Our Customer Charter

The Humber Bridge aims to be an organisation that puts the needs of the customer first. Our team is 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 information with respect and in line with GDPR

We would like you to:

- Give us the information we need to help you
- Treat all our colleagues 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 Customer Charter, please tell us

Our Customer Service Standards

We aim to:

- Welcome you with a warm and friendly greeting
- Answer phones as soon as an operative is available to answer the call and confirm you are through to the Humber Bridge
- Resolve your query at the first point of contact or refer you to a colleague



who can help with your specific query if we're unable to resolve on the spot

- Call you back when we promise to
- Respond within 1 working day to requests to change vehicle details on TAG accounts. Large volumes may need to be scheduled.
- Reply to letters within 10 working days
- Respond to emails sent to mail@humberbridge.co.uk within 10 working days
- Respond to emails sent to admin@humbertag.com within 10 working days
- Respond to emails to appeal via unpaidtoll@humbertag.com within 45 working days (this is subject to change during peak periods and will be communicated via an auto response email)
- Respond to emails to appeal via concessions@humberbridge.co.uk with 45 days (this is subject to change during peak periods and will be communicated via an auto response email)
- Treat you fairly – demonstrating our commitment to equality and diversity
- Communicate in plain language
- Make effective use of IT and web services
- Have well-trained and confident team members that have the skills and knowledge to do the job
- Contact you if your query can't be resolved within our targets, explain why and give you timescales for resolution

What we ask from our Customers

All our colleagues are valued and therefore we are committed to ensuring a safe and respectful working environment.

We do not tolerate abuse from customers towards our colleagues. This includes, but is not limited to:

- **Verbal or Written Abuse:** Any use of offensive, threatening, or demeaning language.
- **Physical Abuse:** Any form of physical aggression or threats.
- **Discriminatory Remarks:** Any comments or behaviours that are racist, sexist, homophobic, or otherwise discriminatory.
- **Harassment:** Any repeated or unwelcome behaviour that creates an intimidating, hostile, or abusive environment.

We ask you to please

- Treat all of our colleagues with courtesy and respect, avoiding unacceptable behaviour (we do not tolerate harassment, swearing, shouting, demeaning and offensive language)
- Take the courtesy to ask the member of team'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

Every member of the team deserves to be treated with respect and dignity. Abusive behaviour undermines the well-being and morale of our team. Any incident of abuse will be addressed immediately. Colleagues are encouraged to report any abusive behaviour to their line manager.

Training & Improvement

We will:

- Simplify the complaints process and encourage written form where possible
- Monitor complaints to ensure we learn from our mistakes
- Monitor our performance against these standards and policy
- Train and support our colleagues in providing better customer service

Our Customer Service Systems

- 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 for training, quality assurance and security purposes
- We retain call recordings in line with our retention policy and we may use these to help respond to your enquiries and complaints
- We make CCTV and audio recordings of transits through the toll plaza and we may use these to help respond to your enquiries and complaints

Complaints Process

The Humber Bridge Board operates a three stage process for dealing with general complaints that are unrelated to toll disputes. For [toll disputes process](#) see below.

Stage 1: Initial Complaint Received - The complaint will be passed to the relevant department. We aim to respond within 10 working days to acknowledge receipt or to request further information.

Stage 2: Resolution - The manager of the relevant department will review the complaint and respond accordingly.

Stage 3: Appeal - If you have been through our complaints procedure and are still dissatisfied, you can request for your complaint to be passed to the Senior Leadership Team who will respond accordingly.

To contact us:

Email mail@humberbridge.co.uk

Visit our [Contact Us page at www.humberbridge.co.uk](http://www.humberbridge.co.uk)

Write to: Business Services, Humber Bridge Board, Ferriby Road, HU13 0HX

Disputing an Unpaid Toll Notification Process

The Humber Bridge Board operates a three-stage process for dealing with toll 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 45 days. At this stage, administration fees incurred are frozen from the date of when correspondence is received. Please note that Unpaid Toll Notifications may continue to be generated and posted and the website will continue to display the administration charges whilst your appeal is being reviewed.



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 an alternative member of the Unpaid Toll 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 member of the Management Team, 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.

Policy Updates

We may update this policy in line with our review schedule. Please ensure you refer to the most current version which will be available on our website or from our Customer Services team.

Last updated: 19/06/2025



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