

FRONT LINE STANDARD OPERATING PROCEDURE					
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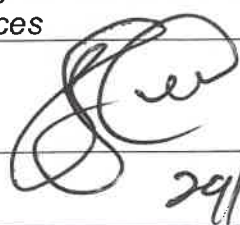

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1. PURPOSE

Being the public face of the organisation receptionists should always be representable, friendly, alert, smile and knowledgeable on the operations of the company. Clients should feel comfortable and relaxed when entering the main entrance of the building. Most importantly, clients require efficient assistance in the minimum time possible.

The purpose of this document is to outline the customer service improvements of the main entrances of SASSETA. Planning and resourcing the main reception service area is the task of the Marketing and Communications Manager.

2. SCOPE

The SOP provides guidance to all staff that is responsible for management of the front office at SASSETA.

3. SOP STATEMENT

Providing efficient client service to our stakeholders and members of the public

4. AIMS AND OBJECTIVES

The objective of this document is to outline the customer service conduct of the receptionist and other front-line employees who assist clients in the reception area.

The aim of the reception function is to provide professional first customer contact service to our visitors. SASSETA employees and management need to be devoted to creating a positive experience for the clients and this should be one of the main objectives of the staff at the front desk:

Presentation	<ul style="list-style-type: none"> • Frontline staff must always maintain a pleasant appearance of the lobby. • Voice presentation should be relaxed, clear and professional when conversing with clients. • Loud noises and personal conversations between staff are prohibited in the reception area. • Reception desk must be clean, and documents should be safely stored. • Front line staff must always be presentable in their clothing and hair style.
Efficiency	<ul style="list-style-type: none"> • Make eye contact with clients within 30 seconds of their arrival, greet the client and introduce yourself. • Explain the current circumstances if you need to serve other clients at the same time and share your attention evenly. • Frontline staff must be knowledgeable to answer general questions about SASSETA. • Ensure that staff members attend to their clients in 5 minutes after contacting them on their phone. • Keep the clients well informed about their enquiries. Let them know if there are any delays and be apologetic if they are inconvenienced.

SAFETY AND SECURITY SECTOR EDUCATION AND TRAINING AUTHORITY

	<ul style="list-style-type: none"> • Talk to clients about their experiences at the SASSETA reception and listen to them and encourage them to complete the Customer Service Survey.
Professionalism	<ul style="list-style-type: none"> • Employees should always perform their duties in a professional manner. • Avoid familiarity especially when dealing with stakeholders who often visit SASSETA. Accuracy and knowledge together with a customer centric attitude will ensure professionalism whilst building client relations.
Client Relations	<ul style="list-style-type: none"> • Listen carefully and take notes when engaging with the clients. • Tell the client what can be best done and offer him other viable alternatives • Set a time frame to corrective actions. • Contact the specific department to assist with the resolution.
Phone Conversations	<ul style="list-style-type: none"> • Receptionists should respond to calls immediately. • Keep conversations short and concise. • Use your normal voice tone when answering the phone. If you have the tendency of speaking loudly, avoid doing so. • Don't eat or drink when you are on reception duty. • Do not use slang words or poor language; remember clients waiting might not see you but can hear every word. • Calls must be diverted when dealing with irate clients. • Staff are not allowed to make or receive personal calls at reception.
Confidentiality	<ul style="list-style-type: none"> • Only reception staff members are allowed behind the desk. • Reception may not share any confidential information with anyone outside the office or any unauthorized personnel in the workplace. • Staff must cover up confidential information when clients or any members of the public approach the desk. • Make sure the computers are logged off and confidential documents are locked away when leaving the workstation for any reason to prevent breaches of confidentiality or loss of documents.

5. ROLES AND RESPONSIBILITIES

Title	Roles and Responsibilities
Executive Manager Corporate Services	<ul style="list-style-type: none"> • Holds overall responsibility for the client environment.
Marketing and Communications Manager	<ul style="list-style-type: none"> • Monitors the client relationship environment constantly and rectifies a problem if noted. • Implements tested recommendations from Executive Manager.
Receptionist (Or stand-in Receptionist)	<ul style="list-style-type: none"> • Be always present at the Reception Desk. • Meet and welcome visitors to SASSETA. • Ensure clients are comfortable while waiting for assistance with their queries. • Provide basic information on queries. • Assist with query resolution by requesting other department employees to assist clients. • Keep the reception area clean, tidy, and professional.