

# ACCEPTABLE CUSTOMER CONDUCT POLICY

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## **ACCEPTABLE CUSTOMER CONDUCT POLICY**

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## **1. Introduction**

Trinity College London ('Trinity') is committed to providing a high-quality service and to fostering positive relationships with all its customers. We believe that mutual respect and courtesy are the foundation of productive interactions. While we strive to meet the needs of everyone we engage with, it is important that these interactions remain respectful at all times.

We recognise that sometimes issues can arise where a customer may feel frustrated or upset. Our team is here to help and resolve your concerns to the best of our ability. However, we also have a responsibility to ensure that our staff are treated with dignity and respect in all interactions. Therefore, any form of unacceptable conduct will not be tolerated.

This policy sets out what we consider to be unreasonable behaviour and the actions we might take if a customer's behaviour goes beyond what we consider to be acceptable.

## **2. Scope**

This policy applies to:

- all areas of Trinity's work;
- anyone who contacts us including existing or potential customers, representatives or third-party businesses;
- all methods of contact including telephone, face to face, letters, emails, social media or other digital channels.

## **3. Policy**

Trinity expects that its staff or anyone representing Trinity in a formal capacity will:

- provide a fair and accessible service;
- listen and understand;
- treat everyone who contacts us with respect, empathy, and dignity; and
- behave in line with Trinity's Code of Conduct and other policies related to their roles.

We kindly request that anyone accessing Trinity services behaves in a courteous, respectful and positive manner so that our staff or representative can resolve your problems effectively and efficiently.

### **3.1 Unacceptable behaviour**

We accept that you may be unhappy when you contact us or may not agree with the outcome we reach on a concern you have raised, but it is unacceptable for our staff or representative to experience abusive or aggressive behaviour whilst at work. We will not tolerate behaviours such as:

#### **3.1.1. Using aggressive, abusive or threatening language and behaviour**

- Use of profanities, derogatory or discriminatory language;
- Threats of physical harm or violence; or
- Aggressive shouting or yelling.

#### **3.1.2. Behaviours which may constitute harassment**

- Repeatedly contacting staff with the intention to annoy, abuse or harass; or

- Making unwelcome and inappropriate comments or personal attacks;

### **3.1.3. Making discriminatory or inappropriate remarks**

- Any form of discrimination based on race, gender, religion, sexual orientation, age, disability or any other characteristic protected by law;
- Sexualised behaviour;
- Misogynistic behaviour; or
- Malicious, derogatory or otherwise inflammatory statements, or unsubstantiated allegations (eg about our colleagues or other customers). This includes comments and or communication on social media platforms.

### **3.1.4. Making unreasonable demands and vexatious complaints**

- Repeatedly demanding information or actions that are outside the scope of your Trinity contact's remit, outside the scope of our services or beyond what is reasonable;
- Insisting on immediate responses or solutions when it is not feasible for us to do so;
- Refusing to follow Trinity's Complaints Policies or persistently pursuing a complaint where Trinity's complaints procedure has been properly implemented and exhausted;
- Contacting us repeatedly and frequently without giving us enough time to respond to previous correspondence;
- Insisting on seeing or speaking to a particular member of staff when a suitable alternative has been offered;
- Focusing disproportionately on a matter in relation to its significance and continuing to focus on this point despite receiving a response addressing the matter; or
- Recording meetings or conversations (whether face-to-face or on the telephone) without the prior knowledge or consent of other people involved.

### **3.1.5. Actions which disrupt the normal operation of Trinity**, including inappropriate behaviour in exam centres or during any official processes.

## **3.2 Actions Trinity may take**

Where we find your behaviour and/or demands to be unreasonable, we will consider whether we need to take more formal action. We will aim to keep the impact of this to the minimum necessary to solve the problem.

We recognise that some people may have difficulty expressing themselves or communicating clearly and/or appropriately. We will always consider the needs and circumstances that we have been made aware of, before deciding how best to manage the situation. This will include making reasonable adjustments for those with protected characteristics under the Equality Act 2010. However, this does not mean we will tolerate abusive language, shouting, or other unacceptable behaviour or actions.

In all situations, we will explain why we think your behaviour is unreasonable and provide an opportunity for you to change your behaviour. If there is no change despite this warning, the actions we will consider may include, but are not limited to:

- explaining why we think your behaviour is unreasonable and providing an opportunity for you to change your approach;

- placing telephone callers on hold or end the call if the unreasonable behaviour does not change or if physical threats are made;
- limiting future communications to a specific email address, telephone number or named individual, or to a specific channel (eg: written communication only);
- your removal from Trinity’s social media accounts;
- ceasing communication about a particular issue or question that we feel we’ve already responded to or answered;
- referring the matter to the police in extreme circumstances where a criminal offence has been threatened or committed;
- any other actions which we believe are warranted in order to protect our staff.

Trinity staff will report any situations of unreasonable behaviour, and we will investigate further. A record will be kept of the incident, and we will decide what, if any, further action should be taken.

#### 4. Data protection

Records of customer conduct incidents will be kept and used in accordance with the Company’s obligations under applicable data protection laws. All information and documents related to an incident will be retained on file in line with Trinity’s [‘Data Retention Policy’](#) and legal obligations and may ultimately have to be disclosed as part of court proceedings.

This policy will be reviewed on an annual basis or more frequently as required at the discretion of the Trinity Policy Management Group.

#### 5. Associated Policies and further information

- [Trinity Complaints Policy and Procedure](#) : for concerns relating to an unsatisfactory product, service or process you have experienced with Trinity.
- [SELT Complaints Process](#) : for concerns about the service you have received in one of our SELT Centres.
- [Academic Investigations and Appeals Policy](#) : for concerns about exam results or assessments.
- The terms and conditions of your Trinity booking.

#### 5. Change History

The following changes have been made to this document:

Version	Date	Author	Change Summary
1.0	2024-12-01	Chief People & Culture Officer	Creation of new Acceptable Customer Conduct Policy

#### Change Approval

The changes to this document have been approved by the following personnel:

Version	Date	Approver
1.0	2025-01-07	Policy Management Group