

## Purpleaccounts Customer Charter

### What is a customer charter?

A customer charter is quite simply a service promise to customers

### Why a customer charter ?

- To provide all customers a promise of the level of service that they can expect to receive from Purpleaccounts
- Customers can instantly gauge if this level is being achieved and maintained
- If any areas of weakness are indentified, we can act to improve upon it

Customer service and value for money is the driving force behind our brand. We strive to get it right, first time, every time. Occasionally things do not go as planned. We believe that you have the right to know what level of service you can expect from us all the time - even in those rare moments when we fall short of the high standards we have set ourselves.

### Our mission

To provide our customers with low cost, value for money accountancy services with no hidden extras. To effect and to offer a consistent, prompt and reliable quality service appealing to small and medium businesses.

### Signing up with Purpleaccounts

We will respond to your enquiry within **24 hours of receipt, during the working week**, although this is usually much sooner.

The quote we give is a **low fixed fee** for the services you have requested. If additional services, such as tax returns, payroll services etc..are required, the fixed fee will be amended to reflect the additional services agreed.

### Your fees

We are committed to providing you with exceptional value for your money. By paying a low monthly fee, there are no nasty shocks at the end of the year. Our low fixed monthly fees are kept low by positive cash flow and effective use of resource and IT. This can only be achieved through prompt payment by clients each month. Our terms and conditions require you to pay on the first of each month in advance by standing order. Your fees are fixed for the entire year. Fee changes will be **agreed in advance**, such as if you choose to increase your services, for example, payroll.

If the number of book keeping transactions for your business goes up, we will not automatically charge you for this. If the increase is consistent over a 3 month period, we will then advise you accordingly.

### Contacting Us

We will call you back within 24 hours, where requested during the working week (or a secondary contact, if not available).

Your emails will be responded to within 24 hours, although this would be the maximum during the working week. **Email is the quickest and most effective way to contact us.**

### **Your overall service**

We guarantee to only charge low fixed prices, agreed by you in advance

We guarantee not to tie you in to any contract

We guarantee to offer free initial advice on matters relating to your business affairs. If further work is required, this will be at the hourly rate with advance agreement from yourself.

The phone will be answered promptly when you call and we do not use call centres

Your documents and personal information will be protected and kept strictly confidential

You will be treated with courtesy and professionalism

We commit to lowering our paper usage and print costs. Therefore, we will use email to contact you (unless otherwise requested).

### **Comments, Questions and Complaints**

We value your feedback and by creating this Charter, we aim to provide every client with a professional, courteous, prompt, low fixed fee service. If we do not meet with the promise we have laid out, then we would appreciate your feedback and we will resolve the matter as soon as possible. Your first contact should be with your Accountant (or secondary).

In the event of the complaint not being resolved to your satisfaction with your Accountant, the matter should be raised with a Director.

### **How you can help us achieve and maintain this charter**

Documents should be received by this office no later than 2 weeks prior to a submission deadline (we will send you a reminder).

To ensure that your contact details are up to date and advise us promptly of any changes

To ensure that your standing order is for the correct amount and paid promptly on the first day of each month, as per the terms and conditions of your contract with us.

As we continually look to improve our service levels, if you have any suggestions to further improve, please get in touch with your comments and feedback.

### **Purpleaccounts**

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