

CustomerFirst

Member Benefits

1. Publicity:

- 1.1. The scheme operator will maintain a publicly available website which will contain information about the Scheme, access to standard documentation and will also allow viewers to search for member businesses by trade sector and/or geographical area, listings will include your business address and contact information
- 1.2. The scheme operator will make available upon request a list of member businesses.
- 1.3. The scheme operator will provide you with a membership certificate for display in your premises.
- 1.4. The scheme operator will provide you with window and van stickers advertising your membership of the Scheme.
- 1.5. The scheme operator will provide you with an electronic version of their logo for use in your own advertising and promotional material.
- 1.6. The scheme operator will produce posters and leaflets promoting the Scheme which will be used for display at events and in public buildings.
- 1.7. The scheme operator will seek to promote the Scheme at all relevant events and presentations given and attended by them and in appropriate written and broadcast media.

2. Regular Advice and Assistance

- 2.1. The scheme operator will provide advice on specific enquiries about trading standards legislation and will provide updates on changes in the law as appropriate.
- 2.2. An e-mail address and a telephone contact will be provided for members' queries about the Scheme or about trading standards/consumer protection legislation in general. Responses will be made within five working days. Queries will be allocated to a named contact officer who will be able to offer further advice and assistance on any trading standards related matters, when required this advice can be confirmed in writing.
- 2.3. Assistance with staff training will be given as appropriate and where resources permit. A charge may be made for such training, but this will be agreed in advance.
- 2.4. The scheme operator will produce a regular Newsletter which will inform you of recent developments within the Scheme, new legislation and other current regulatory matters.

3. Mediation

- 3.1. If necessary the Trading Standards Service will be able to offer civil advice to both parties.
- 3.2. If a solution to a customer complaint cannot be found then the Trading Standards Service may offer to mediate between the two parties.
- 3.3. Full details of the mediation process are contained in the document "**CustomerFirst Mediation Procedures**"