



BCBM BOAT SHARE LTD

# Customer Service Charter

June 2016

Our Customer Charter is so important to us.

When I started BCBM Boat Share Ltd some 7 years ago I had a dream, and that was to create and deliver the highest level of customer service possible in shared ownership and use this standard of excellence as a platform on which I could build a shared ownership company using these values and foundations which have become so important to what we now all believe here at BCBM Boat Share Ltd to be unparalleled, and now it's also undisputed.

Companies come and go but we're here to stay, and we'll continue to raise our game at every opportunity and every corner we turn, watching and learning from our competitors' shortfalls and misgivings. BCBM Boat Share Ltd have built a sound and transparent reputation throughout the marine industry to date, and have become not only a force to be reckoned with, but also offer a solid and genuine service delivery from a company you can trust.

We look to create a comfort zone which enables our owners and customers to relax with the confidence that BCBM are doing what we do best, and that's manage our boats and syndicates with total professionalism and precision organisation to ensure that you the owner has the very best experience you can imagine, and one you also deserve.

We also appreciate that we are only human, and on the very rare occasion when something may not quite go to plan, we have a tried and tested customer service charter in place which incorporates a complaints procedure to make sure we put things right, and you the owner / customer has the confidence that we'll assure complete satisfaction to any situation which may arise unexpectedly.

We're a family business who knows and appreciates just how important you are, and we value both you and any constructive comments you may have. We're always willing to listen to and learn from whatever you have to say and when it comes to your boat we know that "It's your money, it's your boat and most important of all, it's your decision" and we remember this in everything we do.

So if you're already an owner, or simply considering shared ownership, look no further than BCBM Boat Share Ltd. We manage 60 (yes sixty) syndicate boats and look after circa 1,450 owners, so considering our closest competitor manages just 17 boats with the third in line managing just 15 boats, we don't have to point out that really 1,450 owners simply can't be wrong, and believe you me, they've all certainly done their homework just like you are doing as well. At the end of it all, their decision was an unprecedented, let's join BCBM Boat Share Ltd, they simply are the best from what we've seen and learnt during our extensive research into Boat Share.

Andrew Barton

Managing Director

Customer Service Charter—From a name you can trust

Our Vision

To deliver an unrivalled shared ownership experience with the transparency of a company that you can trust.

Give you peace of mind and confidence that you made the right decision when you chose BCBM.

Never mislead or misinform our owners and always be there to support and assist you 24/7.

Offer friendly and honest advice on a range of subjects and topics which all involve making your boating experience a memorable one on every occasion.

Our aim and promise to you – our valued customer

We will go that extra mile to ensure you have the best experience possible – whether it's providing new owners with a bespoke handover service, negotiating preferential rates for owners with marinas or gifting popular waterways publications to each syndicate boat to make your cruise that bit more enjoyable.

We have created an in-depth welcome and information pack for every marina we use so our owners know exactly what's available in each local area to aid and assist their holiday experience.

Often it's the small things that count and we are able to store owners' boating belongings, especially for those who come from abroad and we can take delivery of supermarket holiday food ready to stock the boat when owners arrive.

As the UK's leading shared ownership company we continually strive to deliver the highest possible customer service and ensure that what we deliver is of the very highest standard.

At BCBM we're a people company and looking after all our owners is what we enjoy and do best in our opinion. We pride ourselves on creating a friendly family-like environment and that's what makes it all worthwhile for us.

Over the last seven years BCBM have grown to successfully provide management services for 60 shared ownership boats – something we are very proud of and put down to our determination to provide the best in customer service.

Here at BCBM, we are dedicated to providing you with the very best service in boat management and boat share sales. All our staff are handpicked for their expertise and professionalism in looking after the one thing that without, we simply can't survive – you, the customer.

What you can expect from us

- A fully comprehensive, transparent management and share sales service
- Well trained, experienced staff who are professional and enthusiastic
- 24/7 availability – you will be able to speak to a member of staff no matter when you call
- Timely, clear and accurate information to keep you up to date
- We listen carefully to what our customers tell us and will ensure prompt responses to any communication
- An effective system to deal with complaints if things do not meet your expectations

Help us to help you by:

- Letting us know if anything is not as you expect and do so as and when it happens so that we can sort it on the spot
- Giving us constructive feedback that we can act upon to ever improve our service to you
- Letting us know when something works well so that we know we are doing it right.



Dee Barton  
Sales Manager



Carole Briese  
Finance Manager

We are very proud of the service we provide for our managed boats and our syndicate owners but understand that occasionally things can go wrong and you may feel that we have fallen short of your expectations. If that's the case we want to hear about it and we will do our best to put it right.

Some issues can be dealt with at the time the issue arises by a member of our staff who might be on the scene to deal with it but if not, we have a complaints procedure in place that aims to:

- Reply to your complaint within 24 hours with at least a holding statement and if we need to investigate further we will let you know how long this is likely to take
- Deal with complaints fairly and effectively to resolve the issue
- Have one person who will take ownership of your complaint and deal with it from start to finish
- Increase customer satisfaction by using the outcome as lessons learned
- Use complaints constructively to improve the services we deliver

If you have a complaint please contact:

**Dee Barton**

by phone        **01270 813 900**  
by email        [dee.barton@bcbm.co.uk](mailto:dee.barton@bcbm.co.uk)  
by letter to    **BC Boat Management Ltd**  
                     **15 Shropshire Street**  
                     **Audlem**  
                     **Cheshire**  
                     **CW3 0AE**

Let us know as soon as you can so that we can resolve matters quickly and effectively.

**BCBM Boat Share Ltd**  
**Head office**  
**15 Shropshire Street**  
**Audlem**  
**Cheshire**  
**CW3 0AE**  
**Tel: 01270 811500**  
**Email: [info@bcbm.co.uk](mailto:info@bcbm.co.uk)**  
**[www.bcbm.co.uk](http://www.bcbm.co.uk)**

