



People's Forum for Rebuilding Democracy (PFRD)

Customer Service Policy

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1. Introduction

The **People's Forum for Rebuilding Democracy (PFRD)** recognizes that effective engagement with its members, supporters, and the public is central to its mission of promoting democratic governance, participation, and accountability.

This **Customer Service Policy** provides a framework for ensuring that all interactions between PFRD and its stakeholders—whether in person, by phone, by email, or online—are conducted with **respect, transparency, fairness, and professionalism**.

It aligns with:

- **The Constitution of Kenya (2010)** – Articles 10 and 73 (national values and principles of governance, leadership, and integrity).
- **Political Parties Act (2011)** – Sections on party management, membership, and fair administrative practices.
- **Public Service (Values and Principles) Act, 2015** – Emphasizing accountability, inclusiveness, and responsiveness in service delivery.

2. Purpose

To establish clear standards and procedures for delivering high-quality, fair, and responsive services to members, supporters, and the public, thereby promoting trust, inclusivity, and effective communication within PFRD operations and political engagement.

3. Scope

This policy applies to:

- **All PFRD national, county, and constituency offices**
- **Party officials, staff, volunteers, elected representatives, and contractors**

- All interactions involving **members, citizens, government agencies, the media, and other stakeholders**

4. Guiding Principles

PFRD's approach to customer service shall be guided by the following principles:

1. **Respect and Dignity** – Treat all persons equally, courteously, and without discrimination.
2. **Transparency and Accountability** – Provide accurate information and be open about party processes and decisions.
3. **Responsiveness** – Address inquiries, concerns, and complaints promptly and effectively.
4. **Inclusivity** – Ensure accessibility to all members, including persons with disabilities, youth, and marginalized groups.
5. **Integrity** – Uphold ethical conduct and confidentiality in all engagements.
6. **Professionalism** – Demonstrate competence, impartiality, and courtesy in service delivery.
7. **Continuous Improvement** – Regularly review and improve communication systems and feedback mechanisms.

5. Service Standards

PFRD commits to the following minimum service standards:

Service Area	Standard / Target
Walk-in enquiries	To be attended to within 5 minutes of arrival
Telephone calls	To be answered courteously within three (3) rings
Email enquiries	To be acknowledged within 24 hours and responded to within 3 working days
Letters / formal correspondence	Acknowledged within 5 working days
Complaints / grievances	Initial response within 5 working days ; resolution within 14 working days

Service Area	Standard / Target
Membership applications	Processed within 7 working days upon receipt of complete documentation
Event / meeting information	Published at least 7 days in advance on official platforms

6. Communication Channels

PFRD will maintain multiple and accessible communication platforms, including:

- **Physical offices** (national, county, and constituency levels)
- **Telephone hotline:** +254 711 322 291
- **Official email:** info@pfrd.org
- **Party website** and verified social media accounts
- **Public forums and barazas**
- **Official press statements and newsletters**

All official communication shall adhere to the **PFRD Communication and ICT Policy** and reflect the values and image of the party.

7. Member and Public Engagement

PFRD shall:

- Provide accurate and timely information on membership registration, elections, and party programs.
- Ensure fairness and equal opportunity for all members to participate in decision-making and party activities.
- Promote open dialogue between leadership and members through forums, workshops, and town halls.
- Protect personal data and maintain confidentiality in line with the **Data Protection Act (2019)**.

8. Complaint and Feedback Management

8.1 Feedback Mechanism

Members and the public may provide feedback through:

- Suggestion boxes located at PFRD offices

- Email: info@pfrd.org
- Telephone hotline
- Online feedback form on the official website

8.2 Complaint Resolution

All complaints shall be:

1. **Acknowledged** within 5 working days.
2. **Investigated** by the responsible officer (e.g., Constituency or County Coordinator).
3. **Resolved** within 14 working days or referred to the **National Secretariat** for complex issues.
4. Complainants will be informed of outcomes and corrective actions.

Records of complaints, actions taken, and resolutions will be maintained for accountability and continuous improvement.

9. Staff and Volunteer Responsibilities

All PFRD staff and volunteers must:

- Display professionalism and party identification while on duty.
- Listen actively and provide accurate information.
- Avoid arguments, discrimination, or partisan favoritism in service.
- Maintain confidentiality and data protection standards.
- Report any misconduct, abuse, or unethical behavior observed during service delivery.

10. Training and Capacity Building

PFRD shall:

- Provide **customer service and communication training** for staff and volunteers.
- Conduct regular **member engagement and feedback workshops**.
- Integrate customer service values into **induction programs** for new officials and representatives.

11. Monitoring, Evaluation, and Reporting

- Quarterly **customer satisfaction surveys** will be conducted to assess service quality.

- Annual **Customer Service Report** to be submitted to the National Executive Council (NEC).
- Corrective measures will be implemented for recurring complaints or systemic issues.

12. Compliance and Enforcement

Non-compliance with this policy or misconduct in customer service delivery shall attract disciplinary measures under the **PFRD Human Resource Policy** and applicable laws, including:

- Written warnings
- Suspension
- Demotion or termination

13. Policy Review

This policy shall be reviewed **every two years** or as needed to ensure alignment with emerging technologies, party dynamics, and national laws.

14. Policy Approval and Adoption

This Customer Service Policy is approved by the **National Executive Council (NEC)** of the **People's Forum for Rebuilding Democracy (PFRD)** and takes effect immediately upon adoption.

Signed:

Party Leader / National Chairperson
People's Forum for Rebuilding Democracy (PFRD)

Secretary-General
People's Forum for Rebuilding Democracy (PFRD)