# Work Area 3: Communication and social, telephone handling, code of conduct, equal opportunities and relationships

## UNIT 4.3: Improve code of conduct

Learning outcome 103 (LO103): Demonstrate the ability to understand, justify and recommend improvements to the organisation's Code of Conduct within a social, economic and cultural context in order to meet customer and colleagues expectations.

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# Module Details

| Work Area Code: | 3 |
|---|---|
| Work area title: | Communication and social, telephone handling, code of conduct, equal opportunities and relationships |
| Unit Code: | 4.3 |
| Unit Title: | Improve code of conduct |
| Learning Outcomes Nos: | 103 |
| Learning Outcomes titles: | LO103: Demonstrate the ability to understand, justify and recommend improvements to the organisation's Code of Conduct within a social, economic and cultural context in order to meet customer and colleagues expectations. |
| Recommended Duration: | 2.5 hours |
| Trainer: | |

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# Code of conduct in business environment

- Common items covered in a workplace code of conduct may include:

  - employee dress codes,

  - attendance policies,

  - health and safety standards,

  - use of company property

  - appropriate workplace behaviors

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- **Organizational culture** is a system of shared values, beliefs and principles
- It includes the organization's vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits.
- These elements are shared between all the members of an organisation
- They are also related and influenced by history, product, market, technology, strategy, type of employees, management style, and national culture

## All these elements are included in the code of conduct

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**All these elements are included in the code of conduct**

## In the form of a document

This document usually includes:

- Policy brief & purpose
- Scope
- Policy elements
- Disciplinary actions

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- **When applying improvements, consider:**
  - Newly developed risks
  - Developments in the law
  - Examples
  - Format
  - Expectations!

- ## They might include:
  - New social and/or cultural conditions
  - Changes in the demographic characteristics of the company

- **The code of conduct is not static, but dynamic**
  - New developments in the law must be reflected on the code of conduct
  - Especially discrimination, harassment, equal opportunities laws

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- ## Always provide examples!
  - They make it easier for your colleagues to understand

just

another

*example*

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- **Keep the format effective**
  - Visually attractive
  - Clear
  - Inviting

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- **Always be updated on expectations of both internal and external customers**
  - They can change and if you don't know them you won't be able to meet them

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*"Excellent customer service and high customer satisfaction must start with understanding **customer expectations**. You need to know who your customers are and what they want."*

*(\*Source: http://blog.clientheartbeat.com/customer-expectations/)*

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- In order to measure satisfaction, we ask customers whether our product or service has met or exceeded their expectations.

*"When customers have high expectations and the reality fall short, they will be disappointed and will likely rate their experience as less than satisfying." – **Marketing Metrics***

*"The first step in exceeding your customer's expectations is to know those expectations." – **Roy Hollister Williams***

- Gain insights from conversations – Listen
- Categorize feedback
- Gain insights from customer metrics
  - E.g. surveys, focus groups
- Gain insights from the community
  - E.g. social media

# How to meet these expectations through the code of conduct

An effective customer code of conduct should incorporate these elements that help an organisation exceed expectations:

1. We Are Here Because of Our Customers.

2. We Understand Our Customers Are Our Future.

3. We Treat Customers Like Family.

4. We Always Listen to Our Customers.

5. We Work Hard to Solve Any Problems.

6. We Maintain Positive Attitudes.

7. We All Impact Customer Service.

*https://www.salesforce.com/blog/2014/09/customer-code-ethics-seven-beliefs-great-service-attitude-gp.html

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## They usually include:

- the timely and accurate payment of wages,

- adequate training,

- safe working conditions,

- full explanation of all company policies and especially of job responsibilities,

- fair and constructive feedback

- Most of these employee expectations are not only reasonable, but also are required by law.

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# TALK TO THEM!
# An unmet employee expectation is usually easy to observe

COMMUNICATION IS

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An effective employee code of conduct should include:

❖ Crystal clear descriptions of duties and responsibilities, as well as the following:

1. prohibitions on illegal activities
2. Smoking and drinking,
3. foul language,
4. discrimination and harassment
5. confidentiality expectations,
6. procedures for calling in sick,
7. expected dress and appearance
8. reporting procedures for emergency situations.

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**A code must be updated and improved regularly in order to:**

- address changing laws and regulations,

- address business and industry changes.

- An outdated code will lose its importance and relevance, so revisions and updates should be made on a regular basis.

- Revisions and updates are a chance to improve the code

- information gained from customer/employee feedback and audits should be incorporated

- new ethical issues might arise, which should be incorporated along with strategies for dealing with them.

**Source: http://www.acc.com/legalresources/publications/topten/codeofconduct.cfm**

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# When to improve the code of conduct?

- When it's not keeping up with the changing risk profile of your organization.
  - e.g. concerns about social media.
- When codes are too legalistic and wordy
- When some topics are overdone
- When a written or online version of the code is dull without graphics or interactivity
- When a code is structured or presented in a way that doesn't properly present both values and risks
- When it is not in line with your values and updated to reflect societal changes
- When it's no longer in sync with your organization.

**Source: http://www.navexglobal.com/blog/when-update-your-company-code-conduct**

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# How to improve the code of conduct?

1. Get feedback from Decision-Makers at the Highest Level of the organisation

2. Establish a Core Revision Committee

3. Conduct a Thorough Technology Assessment

4. Determine Translations and Localizations

5. Develop a Plan to Communicate the Code of Conduct

6. Stay on Deadline and Budget

**Source: http://complianceandethics.org/revising-companys-code-conduct-six-steps-will-help/**

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## REMEMBER:

- Simplicity
- Clear Messages
- Consensus

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- Newly developing risks that may arise both by new developments in the business world or updated legal frameworks
- Developments in the law and/or recent business trends
- It is important to include examples
- Is the format inviting and effective?
- Is the structure effective?
- Is everything clear?

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Methodological tool

Group exercise: Study groups – Learn from the best!

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- Review Question 1
  - When is it time to think about improving/updating the code of conduct of an organisation?

- Review Question 2
  - Can you name and elaborate on the ways in which we can assess the expectations of our customers?

- *Excellent customer service and high customer satisfaction must start with understanding **customer expectations***
  - The first step in exceeding your customer's expectations is to know those expectations

- Assessing both customer and employee expectations is vital
  - Both are done through effective and efficient communication

- A code of conduct in order to be successful, should be characterised by:
  - Simplicity
  - Clear Messages
  - Consensus

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Well Done!

You have completed this unit

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