



CUSTOMER SERVICE

Skin Aesthetics & Academy – Student Customer Service Policy
Review Date: 6/6/26

Policy Statement

At Skin Academy, we are committed to delivering excellent customer service to all our students. We aim to create a welcoming, supportive, and respectful learning environment where students feel valued, heard, and empowered to succeed. This policy outlines our approach to student support, communication, service standards, and complaint resolution.

1. Purpose of the Policy

This policy is in place to:

- Ensure students receive a consistent, high-quality service.
- Outline what students can expect from the academy in terms of support and communication.
- Define how we respond to student enquiries, concerns, and feedback.
- Promote a culture of professionalism, respect, and accountability.

2. Scope

This policy applies to:

- All students enrolled in any course, qualification, or workshop delivered by Skin Academy.
- All staff, tutors, and administrative team members responsible for student engagement and support.

3. Our Customer Service Commitments

We will:

- Treat all students with courtesy, respect, and professionalism.
- Provide accurate, timely, and helpful information about courses, assessments, and academy policies.
- Support students with any personal or academic challenges they may face.
- Respond to enquiries and communications in a timely manner.
- Create a safe and inclusive environment for learning and development.
- Deliver high-quality training and assessment in line with awarding body standards.
- Handle all personal data and records with care, confidentiality, and in accordance with GDPR.

4. Response Times and Communication Standards

We aim to:

- Acknowledge all email or phone enquiries within 2 working days.
- Provide a full response to queries within 5 working days.
- Communicate any delays or issues clearly and honestly.
- Be available during advertised hours for support, appointments, and follow-ups.
- Use clear, respectful, and inclusive language in all communication.



5. Student Responsibilities

Students are expected to:

- Treat staff, fellow students, and academy property with respect.
- Attend all sessions punctually and be prepared for learning.
- Engage positively with tutors and follow the guidance provided.
- Raise issues early so they can be resolved quickly.
- Follow the academy's policies and procedures, including health & safety, behaviour, and complaints processes.

6. Feedback and Continuous Improvement

- We welcome feedback from students on all aspects of their experience.
- Feedback can be shared via feedback forms, surveys, verbal suggestions, or direct email.
- Student feedback is reviewed regularly and used to inform improvements to our services.

7. Complaints Procedure

- If a student is dissatisfied with any aspect of our service, they should refer to the Complaints Policy.
- All complaints will be taken seriously, handled confidentially, and responded to within a reasonable timeframe.

8. Monitoring and Review

- The Customer Service Policy is reviewed annually or sooner if needed to reflect changes in practice, legislation, or student needs.
- Feedback from students and staff is used to review and improve customer service delivery.