

ELE GLOBAL – WE PROMISE EVERY CLIENT...

We're one of the few agencies to publish our promises to our clients...

At ELE Global we are known for our commitment to delivering the very highest standards of client care. We work really hard to make sure each client feels that they are our most important client. We understand that you need an efficient, professional service at all times. That's why we have this client promise document - so that you know the minimum standards you should be able to expect from us.

It doesn't matter whether you're a global law firm or a high street firm we want to make sure you're all treated fairly, responsibly and consistently. You can expect our Associates to:

- help you communicate in the way you want to and to help you achieve your goals.
- be ethical about the way we communicate in our own marketing, and the advice we give you about yours
- be well trained in the delivery of professional services (that means marketing, business development, PR, social media – and anything else linked to that you can think of) in your sector
- offer independent and robust advice to help you make the business decisions you need to
- be creative and efficient
- add value to the process and create a positive and memorable experience
- provide clear information and be realistic about the help that they can provide
- act in your best interests and be responsible in the advice they provide
- communicate clearly and openly at every stage of the process
- act promptly and honour all agreed deadlines or appointments
- give their name and act with courtesy and efficiency
- treat all information in strict commercial confidence
- build long-lasting relationships with clients who share our values and beliefs

It's not just about making rash promises though. There are some nuts and bolts to it too...

- We're open from 08:30 to 17:30 every day. And even though we're virtual you can always get in touch with us... because even when we're out of the (virtual) office or in meetings our switchboard knows about it... so they'll either forward your call to a mobile or take a message – which will get emailed to us.
- And, of course, everyone is contactable by direct email, wherever they are. If they aren't available we'll always make sure to set an out of office so you know immediately.
- We'll accept instruction for work via email or in writing. We have standard Ts and Cs, with an accompanying schedule that allows us to tailor the agreement to your requirements.
- We'll always try to offer the Associate that you've asked for. If we can't we'll suggest an alternative but it's up to you whether you want to give them a go or not. If we aren't able to provide someone you're happy with, in the agreed timescales, we'll respectfully bow out and wish you well.
- All work will be logged on the agency's cloud-based project management system (AVAZA) and handed to the relevant Associate immediately. In many cases we can offer you access to this so you can track your project in 'real time'.
- We're a virtual agency and that means that meeting 'at our offices' isn't really possible... we are always prepared to travel to other venues when necessary. If this involves an additional cost, the basis of the charge will be communicated when the meeting is booked.
- As you would expect, we will fully consider the strengths and weaknesses of your project or problem and advise accordingly so as to achieve the best and most cost-effective outcome for you.
- We will never give advice just to generate more marketing work – only if it is in your best interest.

- We aim to keep you updated at every key milestone of your matter, or report at previously agreed stages.
- We'll always try to make sure that any fees charged are appropriate and have been agreed with you in advance. The basis upon which fees are charged will take into consideration a number of factors including:
 - Seniority and experience of Associate(s) requested and involved
 - Time taken to complete the work
 - Length of project and commitment required
 - Complexity, seriousness and value of the work
 - Expenses incurred including travel and accommodation
- The points at which we will bill will be set out in our schedule. We request payment within five days unless otherwise agreed but in the vast majority of cases you will not be asked to make payment until you've confirmed you're happy with the work delivered.

Equality and Diversity

We are committed to ensuring that individuals or groups are not treated more or less favourably on the grounds of their race, gender, sexual orientation, religion, political persuasion, age or disability whether they be existing or potential clients, Associates, or providers of services to ELE Global.

Environmental commitment

At ELE Global we make every effort to promote waste reduction, reusing and recycling, while promoting energy and resource conservation with the goal of creating an environment-conscious, recycling place of work. Our Environmental Policy can be seen on our website.

Social commitment

We're also committed to making sure that we give something back to the community and act responsibly. We do many things, across the agency to contribute to this. Details can be seen on our website.

Harassment

We are committed to providing a working environment in which all individuals are treated with dignity and respect. ELE Global will not tolerate any form of harassment and will take all necessary steps to ensure that Associates and members of staff are not subject to harassment.

Data Protection Act

ELE Global is registered under the Data Protection Act.

ELE Global is committed to protecting and safeguarding your personal data. As part of this commitment, we have updated our privacy policies and operating practices, to meet the high standards of the new European data protection law, known as the General Data Protection Regulation (GDPR). Your professional trust is important to us. Keeping your personal information safe and secure remains our top priority. You can access all of these documents on our website.

Feedback

It's important to us that we know how well we've done and what you think. We're committed to continual improvement and the development of our expertise and services.

To support this, we carry out a number of activities to measure our performance and identify opportunities for improvement. These include:

- Annual client care surveys
- Client care meetings
- Random end of project surveys
- Mystery 'shopping'

In addition, all clients are provided with a client service contact that they can talk to about service issues.

Complaints

We take great pride in offering high levels of service to clients. However, we recognise that unexpected problems can sometimes arise.

We promise to take any complaints or concerns you raise seriously. Any complaints or concerns about our services should be addressed to CEO, Helen Foord.