KenTrade
Your G2B trading partner

KENYA TRADE NETWORK AGENCY (KENTRADE)

KENTRADE CUSTOMER SERVICE POLICY & CUSTOMER SERVICE DELIVERY CHARTER

MAY 2016

Simplifying Trade Processes for Kenya's Competitivenes

FOREWORD

A professional, efficient and effective customer service is the aspiration of many modern organizations. It enables an organization/department to achieve their overall objective which for KenTrade is *"To be among the global leaders in trade facilitation through e-commerce."* The commitment of employees towards the goals and aspirations of the employer are dependent on how the customer service policy is developed, implemented and managed.

KenTrade is conscious that customer service policy development is a promoter in creating a culture of performance. Effective customer service policy benefits all stakeholders through sharing of ideas, processes and expected service standards resulting in efficient and effective performance.

This policy is KenTrade's commitment to promoting an environment of structured and systematic service levels, learning and continuous improvement of customer service department to enable them to deliver quality services to the citizens.

The policy outlines measures and strategies for ensuring that customer service performance is guided by the Values and Principles of Public Service under Article 232 of Constitution of Kenya.

The policy is to be used in reference to the Customer Service Delivery Charter and the Work Instructions which accompany of this policy document.

With the introduction of this policy, customer service plans and programs shall be undertaken on the premise that they support the overall KenTrade's objective of and that the country's economic aspirations

Mr. Amos Wangora

Ag. Chief Executive Officer

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1.0 DEFINITION OF TERMS

CA	Customs Agent
CCA	Contact Centre Assistant
CCO	Contact Centre Officer
CEO	Chief Executive Officer
CFS	Container Freight Stations
CSO	Customer Service Officers
EXIMS	Exporters and Importers
GHS	Ground Handling Agents
KENTRADE	Kenya Trade Network Agency
MCS & CC	Manager, Customer Service and Contact Centre
HCC	Head of Corporate Communications
OGA	Other Government Agencies
PGA'S	Partner Government Agencies
SA	Shipping Agent

SMS- Short Text Message

SWS-Single Window System

CAJ-Commission on Administrative Justice

DEFINITION OF TERMS

Customer

Is the recipient of a good, service, product, or idea, obtained from a seller, institution or supplier for a monetary or other valuable consideration.

Customer Feedback

Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service or any other customer recommendations, observations and ideas.

Customer Service

Is the provision of service to customers before, during and after a purchase and all interactions between a customer and a product provider at the time of the transaction and afterwards.

Customer Service Delivery Charter

A customer service delivery charter is a description of the business that an organization provides to its customers, how it's delivered to those customers, and what are the expected outcomes from a customer's perspective.

Customer Service Policy

An organization's customer service ethics and operating procedures.

Customer Visits

Refers to situations where KenTrade employees schedule to visit Customers at their businesses/premises then attend to the various Customers need.

Complaint

Refers to an expression of dissatisfaction on a consumer's behalf to a responsible party or a report from a consumer about a problem with a product or service.

Escalation Procedure

These are the steps to be taken when service levels do not meet contractual requirements or problem resolution within a specified period.

Modes of Customer Interactions

These are the different communication channels KenTrade uses to interact with its customers/stakeholders. They include Emails, phone calls, social media, Customer visits, SMS, KenTrade website and handling walk-in Customers.

Service Delivery

The process of providing public needs in a planned and organized way by the government or an official body.

Single Window System

A system that enables international traders to submit regulatory and other supporting documents at a single entity in order to increase the efficiency through time and cost savings between traders and government authorities for obtaining the relevant clearance, permits and payments to move cargoes across national borders.

Stakeholders

Are entities that can affect or be affected by an organization's actions, services, objectives and policies? Some of KenTrade's key stakeholders include PGAs, EXIMS, C.A, S.A, employees and directors.

Standard Operating Procedures

Are a set of step-by-step instructions to achieve a predictable, standardized, desired result often within the context of a longer overall process.

Vision 2030

Kenya's development blueprint whose objective is to transform Kenya into an industrialized middle-income country providing a high quality of life to all its citizens by the year 2030 in a clean and secure environment.

Walk-in Customers

Customers who visit KenTrade offices to get assistance on various issues

POLICY TITLE: KENTRADE CUSTOMER SERVICE POLICY & CHARTER

1.1 Policy Process owner: Manager, Customer Service and Contact Centre.

1.2 Responsibility: Manager, Customer Service and Contact Centre

1.3 Approving Authority: Chief Executive Officer

1.4 Policy Level: Operational

1.5 Policy Category: Customer Service

1.6 Approval Date: March 2016

1.7 PURPOSE

The Kenya Trade Network Agency (hereafter referred to as KenTrade), through its staff interacts with customers and stakeholders on a day to day basin in implementation of its mandate through the implementation of the Kenya TradeNet System.

KenTrade has a responsibility to ensure optimum customer service to the users of the Kenya TradeNet System and its stakeholders who interact with the organization on a day to day basis.

The purpose of this policy is to ensure service provided to customers exceed their expectations/ Enhanced customer experience, staff are satisfied and well-motivated, clear guidelines are provided to staff on how to deal with customers, constant improvement of service delivery and to maintain and improve customer retention.

1.8 BACKGROUND

1.9 OBJECTIVES OF THE POLICY

In developing this Customer Service policy and Customer Service Delivery Charter, KenTrade seeks to meet the following objectives:

1. To ensure service provided to customers exceed their expectations/ Enhanced customer experience

2. To ensure staff are satisfied and well-motivated.
3. To provide clear guidelines to staff on how to deal with customers.
4. To constantly improve service delivery.
5. To maintain and improve customer retention.

1.10 SCOPE OF THE POLICY

This policy applies to all service requests, complaints and compliments made by customers in regard to KenTrade. The policy applies to all staff of KenTrade.

1.11 KENTRADE CUSTOMER GROUPS

This Policy is targeted at improving customer satisfaction and quality of interaction with the following customer groups that interact with the agency from time to time;

1.11.1 Partner Government Agencies (PGA's)

Partner government agencies are the various government bodies involved in the trade process. The Kenya Electronic Single Window System (TradeNet) PGA service facilitates and enables the processing of permits, exemptions, import declaration forms, and other documents electronically by the PGA, importers, exporters and other trading communities. The PGAs use the TradeNet system to issue licenses and permits electronically.

1.11.2 Customs Agents

Customs agents are individuals or organizations contracted by freight forwarders, independent businesses, or shipping lines, importers, exporters, trade authorities, and customs brokerage firms to assist in the clearing of goods through customs barriers. Their work involves the preparation of documents and/or electronic submissions, the calculation and payment of taxes, duties and excises, and facilitating communication between government authorities and importers and exporters. By virtue of their role in the value chain, Customs Agents are key stakeholders and main users/beneficiaries of the Kenya TradeNet System.

1.11.3 Banks

These are financial institutions and financial intermediaries that accept deposits and channels those deposits into lending activities, either directly by loaning or indirectly through capital markets. In the Kenya TradeNet system, the banks update the system after receiving payments for the various permits on receipt of the payments against the e-slips presented. They play a crucial part by accessing the payment gateway and updating.

1.11.4 Insurance

Insurance is the equitable transfer of the risk of a loss, from one entity to another in exchange for payment. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss.

In the Kenya TradeNet system, the bond insurer can either be a Bank or an insurance company and the bond type is either a parent bond or a supplementary bond.

1.11.5 Consolidators.

These are companies that provide shipments of goods for the benefit of a Customer but does not operate or own its own airplane or ship. The consolidator will take the goods from the Customer and provide transportation to a third party aircraft/ship operator. Air waybills and bills of lading are used to provide customers with confirmation their shipments were received and set on to freight by air and sea respectively. Consolidators get special accounts on the Kenya TradeNet system that allows them to be users of the single window system through which they log in to apply for sea manifests (consolidated manifests) on behalf of their Customers.

Through the single window, the sea manifest will generally show the shipment's consigner and consignee, as well as list product details such as number, value, origin and destination. This information will be used by shipping agents, exporters and Importers, tax authorities and regulatory bodies for purposes of facilitating the trade process.

1.11.6 Container Freight Stations.

These are port facilities for loading and unloading containerized cargo to and from ships. They are also called container terminals. In Kenya, these off-dock terminals are called Container Freight Stations (CFS). CFS operations are similar to that of a Port terminal in terms of customs clearance of Import or Export cargo in bulk, loose or containerized cargo.

Container Freight Stations link with KenTrade through shipping agents who choose the specific CFS they want their containers to be loaded/unloaded.

Container freight stations also link with KenTrade through Kenya ports Authority who are one of the main Partner Government Agencies (PGA) of KenTrade. The Kenya Ports Authority recommends on which CFS certain cargo will be loaded or offloaded.

Through the single window, a stakeholder will be able to know the loading/offloading CFS and the status of the cargo.

1.11.7 Ground Handling Agents (GHA's)

These act as clearing agents but for cargo that enters the country via air transport. They are situated at airports. They accept, load or unload, handle transit or deal with cargo, passenger and baggage in an aircraft. The core functions of grounds handling agent are to facilitate the safe and timely transit of passengers, baggage and cargo through an airport.

Ground handling agents are responsible for applying for air manifests through the single window on behalf of their Customers. They are given an account where they log in the TradeNet system and transact specifically on air cargo through the various international airports in the country for purposes of transacting air manifests

Through the single window, the air manifest will generally show the air cargo consigner and consignee, as well as list product details such as number, value, origin and destination. This information will be used by shipping agents, exporters and Importers, tax authorities and regulatory bodies for purposes of facilitating the trade process.

1.11.8 Shipping Agents

These are persons or companies whose business is to prepare shipping documents, arrange shipping space and insurance, and deal with customs requirements. Also, they assist in operating, providing cargo handling or similar services.

Shipping agents are responsible for applying sea manifest through the single window on their Customer's behalf. They have special accounts with KenTrade which allows them to log into the TradeNet system and transact specifically on sea cargo which requires sea manifest.

Through the single window, the sea manifest will generally show the shipment's consigner and consignee, as well as list product details such as number, value, origin and destination. This information will be used by shipping agents, exporters and Importers, tax authorities and regulatory bodies for purposes of facilitating the trade process.

1.11.9 Exporters/Importers

Exporters are organizations or individuals that trade in selling goods from their country to other countries while importers are individuals or organizations that trade in selling goods produced in their country to other countries. Importation and exportation are the defining financial transactions of international trade. Some companies can be both importers and exporters hence are referred to as EXIM in this document. Some companies which are

EXIMs can also be doing in-house clearing hence can also act as clearing agents. Exporters and importers do get special accounts from KenTrade which allows them to log into the single window system for purposes of transacting import and export-related transactions.

The single window provides EXIMS a single point of access where they can lodge and apply for all international trade-related documentation, procedures and payments which bring together different government agencies, financial institutions, regulators and tax collectors under a single roof.

The EXIMS will be able to apply and pay for permits, pay taxes and access any other international trade requirement through the TradeNet system hence getting efficiency through reduced bureaucracy, time and costs among many other benefits of the single window system.

1.12 MODES OF CUSTOMER COMMUNICATION

Customer queries are received through the KenTrade Contact Centre through the following channels; Telephone calls, emails, chat, walk-in Customers and social media. Below are general standards required for each of the stated modes of communication, however, the Standard Operating Procedures and the Customer Service Delivery Charter augment these basic guidelines:

1.12.1 Telephone

- All telephone calls will be picked on or before the third ring.
- A standard telephone call shall take an average of three minutes to greet, hear and solve the problem and close the issue.
- All queued calls to our Contact Centre will be answered within three (3) minutes.
- Staff will identify themselves with name and work area upon answering a telephone call.
- Telephone surveys will be done periodically to ensure customers rate the Agency's services for purposes of continuous improvement
- Staff will address the Customer in either English or Kiswahili languages subject to what the Customer is comfortable with.
- All Customer queries through telephone calls will be resolved within 24 hours.
- Telephone calls will be handled according to the standard operating procedure

- Staff shall ensure to return all missed customer calls.
- All telephone calls received at the agency's Contact Centre shall be recorded for quality control purposes.

1.12.2 E-mails

All Customer queries received via email will be responded to within (1 Hr.) and with the use of the standard operating procedure and with the observation of E-mail etiquette. Email surveys will be done periodically to ensure customers rate the Agency's services for purposes of continuous improvement. All email queries from Customers will be resolved within 24hrs

1.12.3 Customers Visiting Kentrade Offices.

The following rules shall guide staff in the handling of Customers visiting any of KenTrade's offices.

i. Customers will be attended to within 5 minutes of arriving at the Agency's Office
ii. Customers will be received in a respectful manner and their details recorded in case further follow-up will be required in future

iii. Staff will be required to wear an identification badge to make it easier for Customers to identify them
iv. Staff attending to customers will have a working knowledge of KenTrade and its services to enable them to serve the Customers effectively.
v. Staff serving customers will listen prudently to the Customers concerns and log in customer issues as appropriate.
vi. Staff attending to customers will be pleasant and empathetic while attending to the customer
vii. Staff attending to Customers will ensure that their queries are resolved and if they cannot be resolved immediately the staff will follow up to ensure immediate resolution
viii. At the end of every Customer visit, the staff will thank the Customer at the end of every interaction and let them know they are appreciated
ix. Customer feedback forms will be availed periodically to ensure customers rate the Agency's services for purposes of continuous improvement
x. All walk-in Customer queries will be resolved within 24hrs

1.12.4 Social Media

i. Customer queries received via social media will be responded to within 10 minutes
ii. The staff handling the customer will ensure to log the Customer query and ensure resolution within 24 hours

1.12.5 Visits to Customers

Customer visits are vital to the success of our company. To enhance efficient service delivery, customer visits are arranged and adhered to. The following guidelines will apply regarding customer visits.

i. Staff will schedule Customer visits through phone and confirm 24 hours prior to visiting the Customer.
ii. Staff visiting Customers will be punctual for customer visits
iii. After Customer visits, staff will log the details of the customer and nature of their queries.
iv. Staff will resolve Customers queries arising from the customer visits within 24 hours.

1.12.6 Short Message Service (SMS)

The Contact Centre shall use the SMS service guided by the following rules;

- All SMS's to customers will originate from a known agency telephone number.
- All messages to be sent to customers will be approved by the Manager, Customer Service & Contact Centre before dispatch.
- Customers will be notified of the status of the documents they have lodged via SMS.
- Bulk SMS shall be used when conveying similar messages to different stakeholder groups.

1.12.7 Website

The KenTrade website is an interaction tool for customers. The following rules will guide the interaction and enhancement of the communication with customers

i. Frequently Asked Questions will be continuously availed in the website
ii. The website will be updated daily with relevant information for the Customers.

iii. Staff will utilize the chat option on the KenTrade website to solve Customer queries.

1.13 CUSTOMER QUERIES ESCALATION PROCEDURE

The following guidelines will govern the handling of customers by all Customer Service and Contact Centre staff.

i. Staff will make every effort to resolve customer's queries within 24hrs.
ii. In the case that the staff is unable to resolve the Customer query within the above-stipulated timeline, he/she will escalate it to the support team within 1hour.
iii. In the case the support team is unable to resolve the Customer query within 48hours; the issue will be escalated to the Manager, Customer Service & Contact Centre.
iv. The Manager, Customer Service and Contact Centre will ensure that all issues escalated to her are resolved within 5 working days.
v. The customer will be kept informed at all times the status of their query.

1.14 COMPLAINTS HANDLING PROCEDURE

The following procedure will be applied in handling customer complaints registered within the Customer Service & Contact Centre Department. This procedure will be augmented by the KenTrade's Complaints Handling Procedure.

1.14.1 Complaints at the point of service delivery.

i. Staff receiving a customer complaint will record the complaint in the CRM or Customer Complaints Book.
ii. Staff dealing with Customer complaints will attempt to resolve the customer's concerns to the best of their ability and to the satisfaction of the customer.
iii. Frontline staff will pass any issues raised persistently to the respective team leads within the Operation Division for a permanent resolution.
iv. The MCS&CC will compile customer complaints on a quarterly basis and forward to the HCC for compilation and onward forward to the CAJ

1.14.2 Complaints within other KenTrade Department(s)

i. Departments shall aim to settle customer complaints quickly and amicably.

ii. Customers who are not satisfied are encouraged to write, email, and telephone or to visit the officer who is handling the matter to ask for it to be investigated further.
iii. The complaint will then be investigated fully and objectively by the Manager in the Department concerned or an appropriate person nominated by him.
iv. The customer will be put in contact with the officer dealing with their complaint, kept informed about progress and action being taken if the review of the complaint is likely to take more than a few days.
v. It may be necessary for the complaint to be investigated by an officer from another Department in certain circumstances.
vi. Final accountability for the conduct of the investigation lies with the Supervisor/Manager.
vii. In these cases, a written reply must be sent to the customer within 7 days of reporting the complaint.
viii. In complex cases, the complaint may take longer than 7days to deal with a technical issue or connectivity issues between two systems, but the customer must still be notified in writing of progress to date, the reason for the delay and the revised timescale.

1.14.3 Handling complaints about a specific staff

i. Where a customer complains about a KenTrade customer service department staff, the Complaints Procedure enables this to be investigated fairly, openly and thoroughly.
ii. In the case a staff is found liable, the approved disciplinary procedures of the agency will apply

1.14.4 Complaints Involving More than One Department

i. In cases involving more than one department, the “lead department” will be the one first receiving the complaint.
ii. In this situation, the lead department will take responsibility for coordinating the response to the customer and ensure that the procedure and timescale are fulfilled.
iii. In other cases, departments will co-ordinate their relative responsibilities and agree how they will respond.
iv. In all cases, the prescribed procedures and timescales must be adhered to.
v. It is the collective and individual responsibility of the departments concerned to ensure that this happens.

vi. The customer will be put in contact with the officer dealing with the matter and how to contact them.

1.14.5 Monitoring Customer Complaints

i. All verbal, electronic or written complaints and their outcomes will be recorded in an appropriate manner so that records can be subsequently analyzed.

ii. The information will be recorded following the corporate procedure so that comparable statistics can be collated centrally and reported as required.

iii. Records will enable the following information to be produced: -

- The number and nature of complaints relating to each service
- The dates of receipt and dates of responses
- The number of complaints dealt with at stages.
- The performance in meeting the timescale set out for each stage of the procedure
- Time spent on dealing with complaints at stages two and three
- Outcome of complaints at each stage, i.e. upheld, not upheld, unresolved
- Level of customer satisfaction with the way the Council has handled their complaint
- Details of the complainant to enable monitoring under equalities legislation.

iv. The Corporate Communications department will use statistics obtained from each Department to publish regular public reports on complaints and how they have been handled.

v. Records of complaints provide a measure of customer satisfaction and a basis from which to improve services.

vi. All complaints and their outcomes shall be fed back to the staff involved, who will be encouraged to use the information positively.

vii. Departments will use complaints information to achieve the following objectives: ·

- As an opportunity to find out about customers' problems and dissatisfaction ·
- As a means of measuring the quality of the services we currently provide and customer satisfaction
- To improve the services provided
- To identify gaps in the provision of services
- To improve relationships with their customers

1.14.6 Remedies for Customer Complaints

When a complaint has been found to be justified, the Contact Centre and customer service's department objective will then be, as fast as possible, to put the customer in the position he or she would have been in had things not gone wrong. Depending on circumstances, this will usually be achieved by:

i. Apologizing to the customer and explaining what went wrong
ii. Providing the service the customer wanted
iii. Training, coaching and mentoring staff to avoid repetition of such mistakes
iv. In some circumstances, a personal visit or other gesture, to mend damaged relationships with a customer may be appropriate.
v. There may be circumstances where the complainant feels justified in seeking financial compensation for the loss incurred.
vi. Other than in situations where there is a clear KenTrade Policy, all such cases will be referred to the Managers concerned. The customer must inform on the issue in a clear and a polite way.

1.15 CUSTOMER FEEDBACK

The ultimate goal of KenTrade is to meet and surpass customer expectations while serving customers in the trade industry. Feedback regarding how well customer expectations are being met will be used to improve service delivery. The following strategies will be used to ensure customer feedback is utilized to improve customer satisfaction

i. Feedback regarding the way KenTrade provides services to its stakeholders will be received on a regular basis through the following channels;
    - Email

- Telephone calls
- Social Media Handles
- Chat platform
- Customer feedback forms
- Stakeholder forums.

ii. Additionally, a customer satisfaction survey through a questionnaire will be carried out annually to determine the level of satisfaction of KenTrade's stakeholders. This is subject to availability of funds at the Agency.

iii. Mystery calls will also be carried out by the Manager, Customer Service and Contact Centre to keep the levels of quality of answering calls high at all times.

iv. All feedback will be directed to Manager, Customer Service & Contact Centre and customers can expect to hear back within 5 working days.

v. Complaints will be addressed according to complaint categories already established in the approved complaint management procedures.

1.16 STAFF AND SKILLS

The organization shall facilitate development of skills requisite for the implementation of Customer Service Policy and Service Delivery Charter. The staff shall be provided with requisite instructions and guidelines for the Customer Service Policy and Service Delivery Charter.

1.17 AWARENESS AND SENSITIZATION ON THE POLICY

Sensitizations shall be conducted on implementation of this Policy Document .This shall be conducted annually and they shall comprise of:-

1. Sensitization of all Agency Staff on the Policy and Customer Service Delivery Charter.
2. Creating awareness to stakeholders on the Customer Service Delivery Charter
3. Availing the policy document and the Customer Service Delivery Charter conveniently in both soft and hard copies.

1.18 CUSTOMER SERVICE POLICY & CUSTOMER SERVICE DELIVERY CHARTER IMPLEMENTATION PLAN

1.18.1 Implementation Committee

The Customer Service & Contact Centre department shall set up Customer Service Policy Implementation Committee that shall be responsible for:

1. Sensitize agency staff on the contents of the Policy Document
2. Identify common customer complaints and implement permanent solutions.
3. Monitor Customer Satisfaction through periodic surveys.
4. Periodically review work instructions and procedures.
5. Meet regularly to monitor customer satisfaction and present reports to management.

1.18.2 Advisory committee

The Organization shall constitute a Customer Satisfaction advisory committee that shall:

1. Oversee implementation of this policy.
2. Oversee implementation of the service delivery charter
3. Minimize the unintended consequences due poor handling of customers
4. Review and improve this policy every 3 years or on a need basis.

2.0 REVIEW OF POLICY

The policy shall be reviewed after every 3 years or earlier, as need arises.

3.0 CONCLUSION

This policy shall provide the overall direction the Agency should follow with respect to Customer Service Delivery. Customer relations shall always be carried out in a procedural and professional manner to ensure at most customer satisfaction and minimal customer complaints.

The Master Standard Operating Procedures and Service Delivery Charter shall assist in the adoption and execution of the Customer Service policy.

KENYA TRADE NETWORK AGENCY (KENTRADE)

KENTRADE

CUSTOMER SERVICE DELIVERY CHARTER

MAY 2016

Simplifying Trade Processes for Kenya's Competitiveness

4.0 KENTRADE CUSTOMER SERVICE DELIVERY CHARTER

The Customer Service Delivery Charter for the Kenya Trade Network Agency (KENTRADE) informs you about:

- Who We Are
- Our Values
- Our Services
- Our Customers
- Our Commitment to You
- Our Service Guarantee
- Our Service Standards
- Our Service Principles
- How We Will Be Accountable
- Your obligation to us
- How You Can Help Us
- To Help us Serve You Better
- How to Contact Us

5.0 WHO WE ARE

The Government of Kenya (G.o.K) has established the Kenya Trade Network Agency (KENTRADE) as State Corporation to implement, operationalize and manage the National Electronic Single Window System also known as the Kenya TradeNet System in order to find a lasting solution to the lengthy, corrupt, manual and uncoordinated trade Processes and procedures that had hitherto been witnessed.

KenTrade therefore has a key role to play in meeting the overall national development goals and strategies as stipulated in the Kenya National Development Plans, namely the Economic Recovery Strategy for Wealth and Employment Creation (ERS, 2003-2007); the National Poverty Reduction Plan; the Poverty Reduction Strategy Paper (2001); and now the Kenya Vision 2030. All Kenya National Development Plans recognize the important role played by international trade in meeting the overall Finance-sector goals with a view to realizing the anticipated economic growth and development levels in the country.

KenTrade's implementation, operationalization and management of the Kenya TradeNet System allows parties in trade and transport to lodge standardized information and documents with a single entry point to fulfill all imports, export and transit-related regulatory requirements. Since the information is electronic, the facility enables individual data elements to be submitted only once.

The electronic platform is the sole entry point for lodgment of trade transaction documentation. It integrates the electronic systems of all key stakeholders involved in the cargo clearance process e.g. K.R.A, KEBS, KEPHIS, K.P.A, Port Health etc. All manifests and cargo declarations (Sea, Land and Air) are lodged through the Kenya TradeNet System (a single point of entry) which then transmit the same electronically to the relevant Government Agencies for the necessary clearance/approvals.

In addition, the System is integrated with the KRA i-Tax Payments Gateway to facilitate an end-to-end electronic solution to trade logistics in Kenya. The System is accessible nation-wide 24hours a day to facilitate a faster flow of goods in and out of Kenya's borders.

KenTrade has unveiled its 2016-2021/15 Strategic Plan, which provides the roadmap for meeting her Vision which is "To be among the global leaders in trade facilitation through e-commerce."

The new Strategic Plan is a step forward in KenTrade's commitment to effectively realize her mandate through aggressive pursuit of her mission "To facilitate trade by simplifying and harmonizing business processes through effective management of the TradeNet System and provision of related services for Kenya's global competitiveness."

The vision and mission is in line with KenTrade's primary objective of facilitating international trade by reducing delays and lowering costs associated with clearance of goods at the Kenyan borders while maintaining the requisite controls and collection of levies, fees duties and taxes, where applicable on imports or exports.

Among other several initiatives to facilitate trade in Kenya, KenTrade's Kenya TradeNet System is a Vision 2030 Flagship Project under the Economic Pillar, which seeks to help the country achieve a sustainable economic growth rate of 10% per annum. KenTrade is, therefore, the facilitator of one of the major flagship projects under the Economic Pillar of the Kenya Vision 2030.

KenTrade is comprised of ten separate units/departments with the following functions:

Trade Facilitation - Continuously scanning of the operational environment, identification of business opportunities and re-engineering of business processes in line with changes in the dynamic business environment. The Department will provide business solutions to trade logistics that leverage on ICT to automate and re- engineer business processes with a view to facilitating effective implementation of the Electronic Single Window System.

Customer Service & Contact Centre - Development and operationalization of a customer service strategy that entails adequate engagement and sensitization of diverse stakeholder segments on the Kenya TradeNet System Change initiative and service delivery channels that ensure effective service delivery so as to meet the diverse expectations of the various stakeholder segments all customers.

Information and Communication Technology - Development, implementation, and operationalization of the electronic Single Window System, and information and communication technology support to all departments and other support functions to enable them serve stakeholders in a cost-effective and efficient manner.

Strategy and Planning - Facilitation of the development of Strategic Plan; annual work plans; performance management and contracting; monitoring, evaluation and reporting; and research and development with a view to gathering and providing the necessary trade statistics and other market information to both internal and external users.

Human Resources and Administration - Ensuring availability of adequate and competent staff; staff training and development; reward management; maintenance of good industrial relations; and administrative support function for enhanced service delivery.

Finance Department - Ensuring prudent financial management and internal controls by developing and implementing appropriate financial policies, procedures and systems, so as to ensure integrity, timely service delivery and value for money for the Agency.

Corporate Communications - To promote the visibility and corporate image of the Agency, execute and coordinate public relations activities of the Agency and facilitate effective communication between the Agency and its stakeholders.

Procurement - Ensuring efficient and effective management of the procurement function in a manner consistent with the provisions of the public procurement and disposal Act and the public procurement and disposal regulations 2006.

Internal Audit, Risk and Compliance – To ensure appropriate risk management, effective internal controls and governance processes to facilitate effective and efficient operations.

Corporation Secretary and Legal Affairs - To ensure effective and efficient management of Board activities; contract administration; management of the Agency's legal and regulatory affairs among others.

6.0 OUR CORE VALUES

KenTrade is committed to upholding the following Core Values as the guiding principles for its operations in the medium and long-term:

- **Customer focus**

The Agency commits itself to attaining the highest standards in service delivery to all stakeholders

- **Integrity**

The Agency is committed to acting in an honest, transparent and responsible manner in discharging its roles.

- **Efficiency**

The Agency will ensure that all its operations are undertaken in a manner that facilitates efficiency and effectiveness in service delivery.

- **Equity**

In discharging its functions, the Agency will treat all stakeholders equitably.

- **Accountability**

The Agency shall remain accountable to its stakeholders and will accept responsibility for its decisions and actions.

- **Creativity and innovation**

The Agency will be a learning organization that embraces change and continuously enhances creativity and innovation in its business processes.

- **Teamwork**

The staff and the Board of KenTrade Shall work as a team and nurture a performance driven culture

7.0 OUR FUNCTIONS

The overall Mandate of the Agency is to establish and manage The Kenya TradeNet System and to facilitate trade. The Kenya TradeNet System shall serve as a single entry point for parties involved in trade and transport to lodge documents electronically for processing and approval; and make payments electronically for fees, levies, duties and taxes due to the Government on goods imported or exported.

Arising from its Mandate, the Agency's core functions are to:

a) Implement, in consultation with the Minister for Finance, policies relating to the National Electronic Single Window System;

b) Integrate electronic systems of public and private entities involved in receipting, processing and approving documents relating to international trade transactions;

c) Develop, manage, and promote interchange of electronic data for facilitation of trade;

d) Undertake and coordinate research and surveys in electronic commerce aimed at simplifying and harmonizing trade documentation;

e) Maintain an electronic database of all imported and exported goods and services and the levies, fees, duties and taxes charged on imported or exported goods and services;

f) Collect trade statistics;

g) Plan, develop, monitor and evaluate training programs for all stakeholders to ensure conformity with international best practices;

h) Perform such other functions related to trade facilitation and other such duties as the Minister may, from time to time, assign to the Agency.

8.0 OUR CUSTOMERS/STAKEHOLDERS

Our Customers and stakeholders are essential to our success. They include:

a) Local, National and Regional Governments

b) Local, National Non-Government Organizations

c) Local Manufacturers, Farming, Fishing and Business Communities

d) Local, National and Regional Research Organizations

e) Government Regulatory Agencies e.g. KRA, KEBS, KEPHIS etc.

f) Shipping Agents

g) Clearing and Forwarding Agents

h) Shippers

i) Airlines operators

j) Transporters

k) Pre-shipment permits organizations e.g. TBK, PPB, and HCDA

l) Development Partners (Donors)

9.0 OUR COMMITMENT TO YOU

We are committed to respecting the rights of our Customers, including:

a) The right to review and appeal;
b) The right to lodge a complaint;
c) The right to privacy and confidentiality;
d) The right to see information (i.e. Freedom of Information Act);
e) The right to access services, facilities and information in a manner which meets Customer needs.

f) The right to be treated with dignity and respect by the agency's board, management and staff (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

g) The right to equality in opportunities provided by the agency (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

h) The right to equity (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

i) The right to inclusiveness in the Agency's mandate (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

j) The right not to be discriminated in anyway by the agency's board, management and staff. (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

k) The right of protection of marginalized communities and group in society e.g. People Living with Disability, the Youth, Women and gazette marginalized communities. (i.e. National Values & Principles of Governance Act, Article 10 of the Constitution of Kenya)

10.0 OUR SERVICE GUARANTEE

To fulfil our service guarantee to you is that we are committed to having well trained and supportive staff and to developing and maintaining an open and accountable culture that is fair and reasonable in dealing with our Customers. We will provide you with quality service by:

a) Identifying ourselves when we speak to you.

b) Seeking to understand your requirements and to identifying what is important to you.

c) We will listen actively and act responsively to your needs.

d) Recognizing that Customers have different needs and personalizing our services and advice in ways that fit those needs.

e) Treating you with respect and courtesy, maintaining confidentiality where required.

f) Giving you clear, accurate, timely and relevant information or help you find it.

g) Being clear and helpful in our dealings with you, giving reasons for our decisions.

h) Respecting the confidentiality of personal information and using it only in accordance with the law.

i) Acting with care and diligence as we prepare a response, conducting ourselves honestly and with integrity in accordance with a strict Code of Conduct.

j) Referring inquiries we cannot answer to an appropriate source.

k) Presenting our responses to your inquiries or letters clearly and concisely, using plain English, understandable graphics, or other means relevant to your needs. Generally, we will write back within 7 days of getting your letter. If this is not possible, we will tell you why we cannot and when you can expect a response. Our correspondence will include the name and telephone number of the person dealing with your letter.

l) Ensuring that our recorded telephone and internet services are kept current with the latest information, programs, services and products.

m) Ensuring that our recorded telephone and internet services use concise wording and compact graphics.

n) Ensuring that our website and the TradeNet System are user-friendly and easy to navigate.

o) Ensuring that all our services meet a well-defined Customer need.

11.0 OUR SERVICE STANDARDS

The tables below shows the services currently being offered by KENTRADE, the requirements before the service can be obtained, the costs and the processing time service standards for our interaction with our Customers. However, these service standards are indicative only as individual cases may be decided in longer or shorter periods than the service standard, depending on a range of factors, individual circumstances and the complexity of each case.

NO.	SERVICES	REQUIREMENTS TO OBTAIN SERVICES	COST	TIMELINE
1.	Attending to walk-in Customers	Avail self to KenTrade Offices and specify the inquiry	No Payment Required	Within 5 Minutes
2.	Telephone Inquiry	A Call to registered Agency Telephone Numbers	No Payment Required	Within 3 rings of the phone
3.	Emails and social media	Email KenTrade contactcentre@KenTrade.go.ke and Specify the inquiry	No Payment Required	Resolution within 8 Working Hours
4.	Stakeholders Systems integration with the Kenya TradeNet System	Internal Processes automated/readiness	To be Agreed Upon with Stakeholder	6 months
5.	Training of stakeholders and Partner Government Agencies(PGA's) on the Kenya TradeNet System	Request for training	Kenya Shillings 10,000 Per Person for Nairobi and Mombasa	3 Days

			Kenya Shillings 18,000 Per Person for Other Regions	
6.	Sensitization of stakeholders and Partner Government Agencies(PGA's) on the Kenya TradeNet System	Potential users of the Kenya TradeNet System to request for sensitizations through calls or email, however, KenTrade will hold scheduled quarterly sensitization workshops.	No Payment Required	2-3 Hours per Session
7.	Submission of Impending Arrival Report (IAR) /Manifest/Baplie/Delivery Orders Cargo Declaration and other cargo clearance documents	Compliance with Statutory Regulations	No Payment Required	Within 10 Minutes
8.	Facilitate submission of cargo manifests and declarations;	Compliance with statutory regulations	No Payment Required	Within 10 Minutes
9.	Distribute approved manifests	Compliance with statutory regulations	No Payment Required	Within 10 Minutes
10.	Generation of E-slip	Generate E-slip for IDF/Permits lodged through Kenya TradeNet System	No Payment Required	Within 10 minutes after application for IDF/Permit
11.	Registration of vessel particulars	Register vessel particulars in Kenya TradeNet System	No Payment Required	Within 20 minutes after receipt of details of vessel

				particulars from the Ships agent
12.	Facilitate submission of delivery orders	Compliance with statutory regulations	No Payment Required	Within 20 Minutes
13.	Respond to System Support issue raised by KRA, KPA and other stakeholders	Respond to all issue raised by Stakeholders	No Payment Required	Within 30 Minutes
14.	Kenya TradeNet System user Creation, Password reset and Unregistering users	A filled registration form obtained from our website, Email requesting the password reset or deregistration	No Payment Required	Within 24Hours
15.	Kenya TradeNet System Availability	Be a registered User of the Kenya TradeNet System	No Payment Required	24 Hours, 7 Days Week.
16.	Notification of Scheduled Maintenance on the Kenya TradeNet System	Be a registered User of the Kenya TradeNet System	No Payment Required	48 Hours before the start of maintenance.

12.0 SERVICE PRINCIPLES

When you communicate with KenTrade, we will be: courteous, willingly assist you and be responsive to your needs, treat you fairly and professionally, be sensitive to diversity issues, and lastly to be accountable and adhere to sound business practices. When we perform services for you, we will: explain our services and deliverables to you; aim to exceed your expectations; demonstrate technical and professional competence in providing the services; respect and maintain customer confidentiality.

After we have performed our service, we will: utilize customer review tools such as our *Customer Value Survey* to seek; feedback from our customer based on our performance;

review the feedback you provide to us and consider measures to further improve our service delivery; continue to respect customer confidentiality beyond the term of our engagement.

This will be guided by the following principles:

Our telephones will be answered promptly:

- We will respond to your calls within three rings.
- We will answer queued calls to our Contact Centre within three minutes.
- When answering the telephone, we will provide you with our name and work area.
- When we call you, we will provide you with our name and work area and tell you the reason why we are calling.
- All departmental business areas will have telephone service options during business hours.
- We will respond to your telephone messages within one working day.
- Our recorded messages will be current and give appropriate contact details during absences.

We will assist you promptly:

- We will serve you within five minutes of your arrival if you have an appointment.
- We will serve you within ten minutes if you do not have an appointment.
- We will advise you, in advance, about any unexpected delays in attending to you.
- We will wear our name badges and identify ourselves.
- We will be neatly dressed and well presented.

- Our offices will be clean and comfortable, have clear signage and current, relevant information on display.

We will give reasonable notice of interviews:

- We will advise you about interview arrangements in a timely manner. Where legislative timeframes apply, we will meet them.
- We will inform you of any changes in arrangements before your scheduled interview.
- We will see you within ten minutes of your appointment time and advise you, in advance of any unexpected delays.
- We will consider the appropriateness of any interview and whether the required information could be obtained in another way.
- We will conduct interviews in locations that are as private and secure as possible and reflect the nature of the interview.

We will respond to your correspondence promptly:

- We will reply to all correspondence timely, using the most appropriate contact method –telephone, in person or in writing.
- We will acknowledge E-mail requests within one working day of receipt, and provide you with a likely timeframe for our full response.
- We will provide accurate, helpful and timely responses that are relevant to your needs.
- We will identify ourselves and provide contact details in our written correspondence.
- We will record all of your correspondence on departmental databases and filing systems.
- All departmental business areas will have mail contact options.
- We will use out-of-office E-mail messages when away from the office, and provide you with alternative contact details.

We will acknowledge applications promptly and inform you about the assessment process:

- We will acknowledge all applications within seven working days – unless we make a decision within that time.
- We will provide you with the details of any outstanding requirements, next steps and likely processing times in a timely manner.
- We will identify ourselves and provide you with options for contacting us
- We will let you know how and when you need to provide information to us.
- Where you have a nominated representative, we will communicate with your representative.
- We will provide you with clear and timely reasons for our decisions and advise you of any review rights.

We value your compliments, complaints and suggestions:

- We will invite feedback and provide appropriate contact details in our Customer information.
- We will acknowledge Customer feedback within one working day of receipt.
- We will resolve Customer feedback received via the web, E-mail and telephone within seven working days.
- We will resolve written Customer feedback received via the Postal Service or courier within 7 working days after receipt.
- We will monitor and report on all feedback, and consider this in reviewing and improving our services.

13.0 HOW WE WILL BE ACCOUNTABLE

We undertake to:

- Monitor our performance against the standards set out in this Charter and publishes the results in an Annual Report and other publications, which will be available upon request from our Corporate Communications Office. Performance information will also be provided on our website.
- Be open to feedback on our performance, and suggestions for improvement from our Customers and the public and make adjustments to our programs and services based on information received.
- Publish information showing levels of satisfaction with our programs and services, including complaints received and the resolution of those complaints.
- Provide explanations when our services do not meet acceptable standards of quality, timeliness or accuracy.
- Formally review the standards set out in this Charter once a year and make modifications where appropriate in light of your comments and in response to ongoing changes.
- Independently review our Charter, at least, every three years by inviting comments from customers, stakeholders and staff as part of the monitoring and review process.

14.0 YOUR OBLIGATION TO US

a) Dignity and Respect

We are committed to providing services that promote equal opportunity, dignity and respect and expect conduct the same from you.

Our policies promote equal service delivery without discrimination or harassment on the basis of race, color, religion, creed, age, sex, gender, gender identity or expression, sexual orientation, national origin, citizenship, disability, marital, pregnancy or any other characteristic protected by law.

b) <u>Anti-Corruption Policy</u>

KenTrade prohibits all forms of bribery and corruption. In particular, we prohibit offering, promising or giving anything of value, either directly or indirectly, to any party in order to gain an unfair or improper business advantage.

In addition, KenTrade shall not tolerate any fraudulent, corrupt, bribery, immoral, criminal and illegal activities.

c) <u>Customer Service Procedure</u>

Clients shall clearly identify themselves, their organization and how they would like to be assisted. They shall honestly give all the necessary and relevant information that will enable our staff serve them efficiently and shall give time to our staff to serve them as per our customer service policy.

d) <u>Code of Conduct</u>

You shall conduct your business in accordance with all material applicable Kenyan laws, rules and regulations. You should maintain the highest standards of ethical business conduct and integrity by being fair and honest in all business dealings, including our professional relationships.

e) <u>Stakeholder Participation</u>

Clients can offer genuine feedback, positive criticism and recommendations. Clients are encouraged to actively participate in KenTrade's stakeholder engagement activities

15.0 HOW YOU CAN HELP US

We welcome your views and comments as vital in helping us to monitor and improve the relevance and quality of our service to the economy of Kenya and our trading partners. We will consider all suggestions fully and promptly in our planning for service improvement and, wherever possible, we will respond immediately.

To help us help you, we ask you to:

- Tell us if you have special needs so we can accommodate them.
- Let us know if you need an interpreter to use our services.
- Treat our staff with courtesy and respect.
- Attend scheduled workshops punctually.
- Respond to requests for information by the department accurately, thoroughly and in a timely manner.
- Provide us with changes in your circumstances promptly.
- Abide by any and all legal requirements and other obligations that Customers are to meet in order to be eligible for services sought.

To help us Serve You Better

- Let us know as soon as possible when we do not meet your expectations. We will investigate your complaint and tell you what we have done about it.
- To help us give you the best possible service, we welcome suggestions for improvement to address any difficulties you are experiencing.
- We will try to resolve complaints satisfactorily and promptly. You can help us do this by providing clear details of relevant facts, persons and dates when you make a complaint.
- Complaints should be made to the person you have been dealing with (or that person's supervisor) or sent to our mailing address.

16.0 HOW TO CONTACT US

Feedback can be channeled to through the following contacts:

By Email:

- General feedback : corporate@kentrade.go.ke
- Complaints : complaints@kentrade.go.ke
- Kenya TradeNet System Complaints: Customercare@kentrade.go.ke/contactcentre@kentrade.go.ke

By Mail:

Kenya Trade Network Agency (KENTRADE)
1st Floor, Embankment Plaza, Longonot Rd – Upperhill
P. O. Box 36943 – 00200,
NAIROBI – KENYA

By Telephone:
+ 254 20 496 5000
+ 254 709 950 000
+ 254 730 150 000

Social Media platforms

- Twitter: @KenTrade_G2B
- Facebook: https://www.facebook.com/KenTradeG2B

APPROVAL

The KenTrade Customer Service Policy and Customer Service Delivery Charter document has been reviewed and approved by:

Approved by:

Manager, Customer Service & Contact Centre

Signature: ______________________ Date: 13/05/2016

Final Approval by:

Acting Chief Executive Officer

Signature: ______________________ Date: 23/5/2016