



**MINISTRY OF HEALTH**

**PHARMACY AND POISONS BOARD**

**CUSTOMER SERVICE GUIDELINES**

**MARCH 2022**

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## **LIST OF ABBREVIATIONS**

PPB	Pharmacy and Poisons Board
QMS	Quality Management Systems

## **GLOSSARY OF TERMS**

**Customer** A client or a consumer of a service

**Service** Someone or something that is intended to provide help to those providing assistance to others

## **1.0 INTRODUCTION**

This Guideline is our resolve to continually improve our services and meet our customers' expectations. It spells out our commitment to serving our stakeholders with clear standards so as to ensure quality, efficient and effective delivery of service.

### **1.1 Who we are**

The Pharmacy and Poisons Board (PPB) is Kenya's National Medicines Regulatory Authority established in 1957 under the Pharmacy and Poisons Act, Chapter 244 of the Laws of Kenya. The Board regulates the Practice of Pharmacy and the Manufacture and Trade in medical products and Health Technologies.

### **1.2 Mandate**

To promote and protect public health by ensuring that medical products and health technologies are safe, efficacious and of accepted quality. The PPB also advises government entities and the public on matters of safety, quality and effectiveness of medical products and health technologies.

### **1.3 PPB Vision**

To be a global leader in promoting and protecting public health.

### **1.4 PPB Mission**

To protect and promote the health of the public by regulating the profession of pharmacy and ensuring access to quality, safe, efficacious and affordable health products and technologies

### **1.5 PPB Core Values**

- Commitment to the public health
- Professionalism
- Accountability and Transparency
- Integrity and respect
- Quality
- Diversity and inclusion

## **1.6 PPB powers**

The powers as provided for in the Pharmacy and Poisons Act include:

### ***Part 1: Health Products and Health Technologies Functions***

- a) Regulate the manufacture, import and export, storage, distribution, sale and use of health products;
- b) Regulate, monitor and inspect personnel and premises that are involved in the manufacture, import and export, storage, distribution, sale, use and disposal of health products;
- c) Maintain a register of health products for which marketing authorisation has been granted;
- d) Regulate clinical trials of health products and health technologies;
- e) Test health products regulated under this law;
- f) Conduct post-marketing surveillance of safety and quality of health products;
- g) Regulate the promotion, advertising and marketing of health products;
- h) Regulate the use of unregistered health products for trial purposes or for compassionate use;
- i) Disseminate information on the quality and safety of health products to health professionals and the public;
- j) Disseminate information on health products to health professionals and to the public in order to promote their responsible use; and
- k) Collaborate with other national, regional and international institutions on health products regulation.

### ***Part 2: Pharmacy Practice Functions***

- a) Regulate the training, continuing professional development (CPD) and practice of pharmacy;
- b) Regulate, monitor and inspect personnel and premises that are involved in training, CPD and pharmacy practice;
- c) Maintain a register of pharmacy practitioners for which licensure or authorisation has been granted;
- d) Disseminate information on pharmacy practice to health professionals and to the public in order to promote Good Pharmacy Practice; and
- e) Collaborate with other national, regional and international institutions on regulation of the pharmacy profession.

### ***Part 3: Common Functions***

- a) Advise the Cabinet Secretary of Health on all matters relating to administration and implementation of the Act;
- b) Levy, collect and utilise fees for services rendered; and
- c) Perform such functions as may be assigned by the Board of Directors.

## **1.7 Legal Framework**

The Pharmacy and Poisons Board (PPB) is a National Medicine Regulatory Authority under the Ministry of Health, established in 1957 under the Pharmacy and Poisons Act, Chapter 244 of the Laws of Kenya. The mandate of the PPB is to promote and protect public health by ensuring that medical products and health technologies are of quality, safe and efficacious. The Board regulates the Practice of Pharmacy and the Manufacture and Trade in drugs and poisons. The Board aims to implement appropriate regulatory measures to achieve the highest standards of safety, efficacy and quality for all drugs, chemical substances and medical devices, locally manufactured, imported, exported, distributed, sold, or used, to ensure the protection of the consumer as envisaged by the laws regulating drugs in force in Kenya.

## **2.0 PPB CUSTOMER SERVICE GUIDING PRINCIPLES**

This guideline consists of three parts:

### **2.1 Part 1 – Commitment to Customers**

This part advises customers what to expect when contacting PPB and the standard of customer service they can expect to receive.

### **2.2 Part 2 – Guidance for our Employees**

The second part describes how employees can contribute to delivering excellent customer service across the organization consistently.

### **2.3 Part 3 – Customer Service Standards**

This is the policy that sets out PPB customer service standards which are promoted throughout the organization e.g., at the office, receptions, online.

#### **2.1.1 Part 1: Commitment to Customers**

**Quality Policy Statement:** The Pharmacy and Poisons Board (PPB) aims at being a centre of excellence in protecting the health of the public through regulation of the Profession of pharmacy and ensuring quality, safety and efficacy of medical products and health technologies. Our commitment is to maintain and continuously improve Quality Management Systems (QMS), based on ISO 9001:2015, customer, statutory and regulatory requirements. Quality objectives have been established at corporate and functional levels in line with the strategic plan and international best practices. This quality policy and objectives shall be communicated to all staff, made available to relevant interested parties and reviewed periodically for continuing suitability.

#### **2.2.1 Part 2: Guidance for our Employees**

When customers contact PPB, we will:

- Identify ourselves

- Be helpful and courteous
- Be professional and positive
- Be well informed, so that we are able to help
- Be effective in listening and responding
- Be fair and support individual needs
- Be professional in attire, language and etiquette

### **2.3.1 Part 3: Customer Service Standards**

These guidelines outline the PPB approach to customer service and related issues as a minimum that customers can expect from us. Specific services may produce additional service - specific standards or targets that are more relevant to the services.

Wherever possible the Board will respond to customer enquiries at the first point of contact. Individual service areas will develop mechanisms for monitoring and reporting performance to ensure this is achieved.

Customer service standards set out the PPB's expectations for its employees to ensure that we remain customer-focused. In particular, these standards define a corporate framework for the achievement of excellent customer service which will:

- Ensure that all customers, whether they are internal or external receive the same consistent, high standards of customer service
- Ensure that customer service is an integral part of the planning, resourcing, and delivery of all PPB services
- Enable the Board to achieve its corporate key strategic objectives, which are:
  - a) Promote organizational stewardship, partnership and accountability
  - b) Guarantee a pharmacy practice that provides the highest attainable standards of healthcare
  - c) Leverage on research, innovation and technologies in the delivery of products and services
  - d) Guarantee access to safe, quality and efficacious health products and technologies

## **3.0 CONTACTING PPB**

PPB encourages customers to contact it through digital channels such as the website and social media. These access channels continue to develop, and will make contacting PPB simple and efficient. PPB recognizes that digital access

does not suit everyone so customers can contact the PPB through other channels as well.

### **3.1 Digital**

- a) We will acknowledge correspondence (e.g., e-mails, website enquiries and tweets) within 24 hours (Monday – Friday)
- b) We will respond to digital correspondence as quickly as possible
- c) We will guarantee a response within 1 working day
- d) We will respond in the language and format of the original communication

### **3.2 Telephone**

- a) We will answer telephone calls within 30 seconds
- b) We will deal with telephone calls in English or Swahili

### **3.3 Face to Face**

- a) We will greet customers within 1 minute of their arrival at PPB
- b) We will speak to customers in English or Swahili.
- c) We will offer an appointment where it may be more appropriate

### **3.4 Letter**

- a) We will respond to letters within 2 working days of receipt
- b) We will respond to the correspondence in the language of the original communication

## **4.0 MEASURING SUCCESS**

Customers will be involved in setting and monitoring these standards. PPB has developed ways of engaging with customers and encouraging customer feedback. Performance will be monitored through self-assessment, comparison with other organizations, customer satisfaction rating and feedback and recommendations following external inspections. This wealth of customer insight will help to establish what we are doing well and what we can do to improve. Reports showing performance against the targets set for each standard will be reported to the management for their consideration.

### **4.1 What we expect from our customers**

PPB believes that all customers have the right to be heard, understood and respected, employees have the same rights. We expect customers to be polite and courteous as well. In times of trouble or distress, some people may act out of character when accessing our services.

### **4.2 Guidance for our Workforce**

#### **4.2.1 Development of the Customer Service Guideline**

In developing the Customer Service Guideline, the PPB has sought to:

- a) Set standards which are user friendly, customer focused and measurable
- b) Clearly state how employees should behave when dealing with customers

- c) Set performance targets which can be reviewed regularly
- d) Give consideration to legislation, good practice and national standards
- e) Ensure employees are equipped to deliver services taking into account equality and diversity

#### **4.2.2 Customers**

Our customers are both internal and external persons that relate with our services; individuals or organizations. Customers may receive our services from us or from other partners on behalf of PPB. These partners must ensure that they deliver customer service in line with this policy.

The PPB customers include individuals and any organization that we provide a service to or have an interest in the Board. These includes;

#### **Clients**

- Pharmaceutical manufacturing companies
- Pharmaceutical importers, exporters, distributors, wholesalers and retailers
- Hospitals
- Healthcare providers
- Pharmacy practitioners
- Researchers
- Institutions offering pharmacy training
- Pharmacy Students
- Pharmaceutical services providers
- Suppliers
- Consumers

#### **Stakeholders and partners**

- Government ministries and departments
- Development partners
- Pharmaceutical Society of Kenya (PSK)
- Kenya Pharmaceutical Association (KPA)
- Other relevant professional organizations and bodies
- External quality assurance agencies
- Research organizations
- Industry and private sector
- Students pursuing training in pharmacy
- Institutions offering pharmacy programs
- Consumers
- The Public

### **4.2.3 What customers want**

Customers access PPB services through various channels including digital (e.g. website, e-mail, social media) telephone, physical, etc. Whatever the channel, customers want accessible, efficient and responsive services and quality products. The PPB strives to meet these demands.

Customers want efficiency and satisfaction of their needs. PPB attempts to deal with customer enquiries at the first point of contact.

### **4.2.4 Customer service and its importance**

Improving customer service is a key priority for the PPB and means:

- a) Providing quality products
- b) Providing quality service in a friendly, efficient and helpful way
- c) Ensuring excellent communication and a positive attitude towards customers
- d) Treating each person as an individual – respect for diversity
- e) Treating people with dignity, respect and courtesy
- f) Offering choices where possible
- g) Giving information about what is available, and providing an explanation if a service is not available

### **4.2.5 General principles when dealing with customers**

When dealing with customers, whether using the telephone, digital services (e.g., e-mail, Twitter, Facebook), face to face or via letter:

- a) Identify and address any specific requirements with sensitivity, tact and diplomacy
- b) Record customer contact details accurately
- c) Ensure that the nature of the customer's enquiry is understood clearly
- d) Resolve enquiries at first contact where possible
- e) Respond to the correspondence in English or Swahili to match the original communication
- f) Keep the lines of communication open with customers and keep them informed.

### **Digital**

- Acknowledge digital correspondence (e.g. e-mails, website enquiries and Tweets) within 24 hours (Monday – Friday)
- Respond to digital correspondence as soon as possible but not longer than one working day of receipt

- Respond to the correspondence in English or Swahili to match the original communication

All outgoing PPB e-mails will include

- E-mail 'Out of Office' messages will be enabled at times of absence giving return dates and alternative contact details
- Encourage customers to deal with the PPB through the use of digital services.

### **Telephone**

- Answer the telephone within 30 seconds
- Greet the customer in a polite and courteous manner, giving your name
- Give a bi-lingual greeting to external callers
- Welcome customers to speak in English or Swahili
- Give your full attention to the customer
- Take ownership of the call, resolving the customer's enquiry wherever possible
- When taking a call for a colleague, use an effective message taking system and make sure the customer is called back
- End the call with a thank you and confirm with the customer the outcome

### **Face-to-face contact**

This covers personal callers with or without appointments, contact with customers at events, meetings out and about and site visits.

- Give clear instructions about the location of the face-to-face contact
- Greet customers within one minute of their arrival at our receptions or offices
- Greet the customer in a polite and courteous manner
- Give your full attention to the customer
- Keep the customer informed of the length of time they are likely to wait to see the person they need
- Offer an appointment where this may be more appropriate, responsive or efficient
- When a customer has specific requirements, find out what they need and aim to provide it
- When a customer needs to communicate in a language other than English or Swahili, make arrangements to help
- When discussing personal information, always arrange to do so in a confidential environment

### **Personal calls to customers**

This covers visits to customers' offices / properties.

- Wherever possible or appropriate make visits by prior arrangement with the customer, clearly stating the purpose of the visit
- Keep customers informed of any changes to the visit arrangements

- Establish the customer's language, communication and other specific requirements prior to the visit and make arrangements to meet these
- Carry your identify card at all times and show it to each customer before entering the property
- Encourage customers to give their feedback – negative or positive
- Follow policies and guidelines to ensure safety
- Use tact and courtesy as a visitor in another person's facility, treating their property with respect
- Close the visit by explaining the next steps, and leave written information where possible
- Follow up your commitment to the customer with action

### **Written communication**

- Respond to all written communication within 2 working days of receipt
- Respond to the correspondence in English or Swahili to match the original communication
- There may be occasions when a full response cannot be given within the timescale. This is unavoidable but there is still a requirement to keep the customer informed by making contact or sending a holding response. This can give an expected date for a full response or give the reason why a full response cannot be given
- Ensure the presentation of all written correspondence is easy to understand, professional and accurate
- Include a contact name and telephone number, together with any other information needed (e.g. reference number) to assist the customer

### **Compliments, concerns and complaints**

- Be open to receiving feedback from customers and where appropriate use this feedback to improve services
- Pass comments and suggestions on to your manager, if they may improve the service
- Ensure compliments are recorded and shared with colleagues
- Be aware of the PPB procedure for dealing with compliments, concerns and complaints
- Aim to resolve all concerns raised by customers immediately and informally wherever possible
- If informal resolution is not successful, tell the customer they can make a formal complaint, and help them to do so
- In the case of a serious complaint, tell your manager

### **Your rights**

You have the right to:

- Enquire or complain when not satisfied with the level of service offered
- Refer any service-related issues to a higher office

- Offer suggestions that can enable the board provide better services
- Courteous and considerate treatment in your transaction with us
- Feedback on issues that affect you
- Efficient service without offering bribes

#### **4.2.6 Service Standards**

The PPB has established standard operating procedures. This Customer Service Guideline document provides the guiding principles for setting these standards to assist in establishing a consistent approach to customer service across the organization.

#### **4.2.7 Performance Management**

The delivery of excellent customer service and application of these Guidelines rests with PPB employees and performance against these standards will be assessed through annual employee appraisals.

#### **4.2.8 Our Commitment to you**

- We will serve you efficiently, diligently and with professionalism
- You will be treated with courtesy and consideration and our staff will be helpful to see that your concerns are attended to promptly
- We shall exercise utmost integrity and confidentiality in providing g services

#### **4.2.9 Expectations from customers**

To enable us serve you better, we expect you to:

- Provide accurate, timely information and complete documentation
- Be courteous and respectful to PPB employees
- Update us about your organization and requirement
- Uphold transparency and accountability in your transactions with the Board.
- Give feedback on services delivered
- Suggest ways of improving our services

### **5.0 MONITORING AND EVALUATING THE GUIDELINES**

We, in consultation with our customers, shall monitor adherence to the commitments made in this guideline and review it every three years with a view to improving our services.

### **6.0 COMPLAINT HANDLING**

Complaints from a dissatisfied customer will be addressed promptly at the point of service. Kindly refer to the contact numbers on the subsequent page for service

areas of your concern. If for whatever reason you remain dissatisfied, please email us providing full details of your complaint to enable us resolve the matter.

## **7.0 CONTRIBUTORS/REVIEWERS**

Pharmacy and Poisons Board-Republic of Kenya

CCD- Corporate Communications Division

CSD- Corporate Services Directorate

QMS- Quality Management Systems