



Bord Altranais agus
Cnáimhseachais na hÉireann
Nursing and Midwifery
Board of Ireland

Customer Service Action Plan 2023-2025

Contents

Introduction	2
Who We Are	2
What We Do	3
Our Commitment	4
1. Quality service standards	4
2. Equality/diversity	4
3. Physical access	5
4. Information	5
5. Timeliness and courtesy	6
6. Complaints	6
7. Appeals	6
8. Consultation and evaluation	7
9. Choice	7
10. Official languages equality	7
11. Better coordination	8
12. Internal customers	8
Measuring and Evaluating our Performance	8

Introduction

Our Customer Service Charter outlines the level of service we aim to provide to our customers. We aim to provide high-quality, timely, efficient and courteous customer service in all interactions, always treating customers equally. All complaints will be treated confidentially and sensitively.

We aim to action our Customer Service Charter within the framework of the Twelve Principles of Quality Customer Service, as outlined in this document, our Customer Service Action Plan 2023-2025.

Who We Are



What We Do

In our role as the regulator for the professions of nursing and midwifery and in fulfilling our mission, we:

- maintain the Register of Nurses and Midwives and a Candidate Register for student nurses and midwives
- set the standards for the education and training of nurses and midwives
- approve programmes of education necessary for registration and monitor these programmes on an ongoing basis
- support our registrants by providing appropriate guidance on professional conduct and ethics for both registered nurses and midwives, and
- investigate and consider complaints against nurses and midwives.

Our role in setting standards and providing guidance for approximately 84,000 registered nurses and midwives in Ireland focuses on public safety. We work collaboratively with the Department of Health, employers, managers, representative bodies, educators, other regulatory bodies and our registrants. We consider all of these stakeholders our customers.

We communicate with our customers through numerous channels including letters, emails, telephone, our website, eZine (external newsletter), media, publications, events and meetings. We evaluate the effectiveness of these channels on a regular basis with the ongoing intention of updating our approach as required to enable better communication.

For the period 2023-2025, we have set out a number of strategic objectives under the headings of Protecting, Promoting and Progressing, and supported by partnership and technology. You can read more about this in our Statement of Strategy 2023-2025 on www.nmbi.ie.

Our Commitment

This plan provides the details of how we aim to deliver the commitments outlined in our Customer Service Charter from 2023-2025. It does this by addressing the Twelve Principles of Quality Customer Service below:

1. Quality service standards

'Publish a statement (Customer Charter) that outlines the nature and quality of service which customers can expect, and display it prominently at the point of service delivery.'

Between 2023 and 2025, we will:

- a) Publish our Customer Service Charter and Customer Service Action Plan 2023-2025 on our website.
- b) Promote our service delivery aims and commitments prominently to our stakeholders.
- c) Monitor and review the implementation of our Customer Service Charter and Customer Service Action Plan 2023-2025 in our annual reports.

2. Equality/diversity

'Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (under the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community). Identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion, and for those facing geographic barriers to services.'

Between 2023 and 2025, we will:

- a) Work to ensure that the principles of equality and diversity are maintained and promoted throughout everything NMBI does.
- b) Comply with the Employment Equality Act 1998, the Equal Status Act 2000, the Equality Act 2004 and the Public Sector Equality and Human Rights Duty as set out under the Irish Human Rights and Equality Act 2014.
- c) Endeavour to ensure that all our customers are treated equally and in a courteous and respectful manner, in line with this legislation.
- d) Make equality and diversity training available to staff.
- e) Provide online support and a physical space in our Dublin office to better support applicants through the application process and to provide tailored information.
- f) Communicate and provide materials in a plain English and easy-to-understand format, that takes into account the language (as far as is practicable) of our customers.

3. Physical access

'Provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs.'

Between 2023 and 2025, we will:

- a) Maintain clean, accessible and safe facilities in line with expected standards.
- b) Have an Access Officer available to assist anyone with a disability who visits our office, and their contact details are listed on www.nmbi.ie.
- c) Train staff to execute the roles of Health and Safety Officer, Fire Warden and Access Officer.

4. Information

'Take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs. Ensure that the potential offered by Information Technology is fully availed of and that the information available on public service websites follows the guidelines on web publication. Continue the drive for simplification of rules, regulations, forms, information leaflets and procedures.'

Between 2023 and 2025, we will:

- a) Provide information about our role and all new publications, standards, guidance and documents on our website, www.nmbi.ie.
- b) Communicate with customers through a number of different channels and formats, including our website, conferences and events, eZine (external newsletter), social media and physical documents.
- c) Ensure our website meets relevant accessibility guidelines, Web Content Accessibility Guidelines 2.1 level AA.
- d) Revise guidance on making a complaint against a registered nurse or midwife, on what to do if a complaint is made against you, and on our fitness to practise procedures for registrants and witnesses on www.nmbi.ie.
- e) Publish annual State of Complaints (fitness to practise) and State of the Register reports to share key data and insights about our work with our customers.
- f) Communicate in a clear and understandable way with customers.
- g) Provide clear and timely communication to registrants about the annual registration renewal each year.
- h) Provide clear and timely information about the application process to mature applicants to undergraduate nursing and midwifery education programmes.
- i) Respond to all Freedom of Information (FOI) requests received in line with the timelines and legislation.
- j) Process information in accordance with data protection legislation.

5. Timeliness and courtesy

'Deliver quality services with courtesy, sensitivity and the minimum delay, fostering a climate of mutual respect between provider and customer. Give contact names in all communications to ensure ease of ongoing transactions.'

Between 2023 and 2025, we will:

- a) Endeavour to respond to all customer queries and feedback within 10 working days. Respond to feedback in a polite, courteous and respectful manner, and deal with all enquiries promptly and efficiently.
- b) Inform applicants of any delays being experienced in the registration process.
- c) Provide appropriate customer service training to front-line staff.

6. Complaints

'Maintain a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided.'

Between 2023 and 2025, we will:

- a) Customer service:
 - i. Encourage all feedback about our service from customers through our online [Feedback Form](#).
 - ii. Develop and publish a Complaints Policy on www.nmbi.ie.
 - iii. Investigate all complaints made about the quality of customer service promptly, fairly and impartially, and make improvements based on customer feedback where appropriate.
- b) Complaints about the fitness to practise of a registered nurse or midwife are made and considered under the Nursing and Midwifery Act 2011, as amended. Find out how to make a complaint on our website: [NMBI - Making a complaint to the Nursing and Midwifery Board of Ireland](#).

7. Appeals

'Similarly, maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services.'

Between 2023 and 2025, we will:

- a) Ensure that details on how to appeal a complaint made to NMBI in relation to our service are shared with customers.
 - i. Where a customer is unhappy with the initial response to their complaint, they can appeal it for further review internally via communications@nmbi.ie.
 - ii. Where a customer is unhappy with the further response, they can appeal to the Ombudsman. The Ombudsman examines complaints about the administrative actions of Government departments and offices.

8. Consultation and evaluation

'Provide a structured approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.'

Between 2023 and 2025, we will:

- a) Receive, review and respond to customer feedback through our [Feedback Form](#).
- b) Evaluate our levels of service provision based on customer feedback as required.
- c) Consult on our Customer Service Charter and Action Plan and use customer feedback to finalise documents.
- d) Survey customers about NMBI's service, identifying areas for improvement based on their feedback.
- e) Conduct a survey of our staff to inform the organisation's development.

9. Choice

'Provide choice, where feasible, in service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice, and quality of delivery.'

Between 2023 and 2025, we will:

- a) Provide accessible contact options to customers to get in touch with us and display these on our website.
- b) Further develop the next generation of MyNMBI, our online self-service system, to provide applicants and registrants with an easier way to interact with us and pay their registration fee.
- c) Communicate our work and guidance across our website, eZine and social media channels to ensure customers have a choice of where they access information about our work.

10. Official languages equality

'Provide quality services through Irish and/or bilingually and inform customers of their right to choose to be dealt with through one or other of the official languages.'

Between 2023 and 2025, we will:

- a) Comply with our obligations under the Official Languages Act 2021.
- b) Publish our Annual Reports, Statements of Strategy and Business Plans in Irish and English.
- c) Reply in Irish to any correspondence received in the Irish language.

11. Better coordination

'Foster a more coordinated and integrated approach to delivery of public services.'

Between 2023 and 2025, we will:

- a) Engage and coordinate with the Department of Health, Health Service Executive (HSE) and other public bodies to ensure that our approach to service delivery is consistent with best practice across the public service.
- b) Engage with patient and service user representatives on our role and use their feedback to inform our work.
- c) Establish a forum with the Health Information and Quality Authority (HIQA) and the Medical Council to share knowledge and learnings on risk in healthcare settings.

12. Internal customers

'Ensure staff are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.'

Between 2023 and 2025, we will:

- a) Inform staff of key developments across the organisation through a quarterly internal newsletter.
- b) Hold regular meetings of our cross-departmental internal communications group to foster an open culture of discussion and communication within the organisation.
- c) Provide customer service training to all our staff who are customer facing to ensure they have the information, tools and training to support good quality service.
- d) Survey staff for their feedback and experiences on working in the organisation.
- e) Embed the Great Place to Work® Programme within the organisation and develop actions from staff feedback.

Measuring and Evaluating Our Performance

Our Annual Report will include an update on our commitments under the Customer Service Action Plan.

We will act on feedback and suggestions from our customers and will take further action to improve services for our customers based on your feedback.



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