

# CLIENTS ARE OUR FOCUS

WE ARE DRIVEN TO SUPPORT THEIR SUCCESS.



Every day, the entire team at AFSC makes a difference in the lives of producers and the agriculture industry. AFSC's purpose – **working together, we grow and sustain the agriculture industry in Alberta** – guides everything we do. Our values and associated behaviours define how we work together and what you, our valued clients, can expect from us. We wouldn't exist without you.

By establishing AFSC's Standards of Care, we shape the culture of our work environment and ensure each team member across the organization understands what behavior is expected to provide the high level of service we aspire to for you, our valued clients.

## AFSC's Standards of Care

Our five Standards of Care are what set us apart. As stewards of our organization's success, we commit to wholeheartedly living our values in our actions, decisions, and interactions.

### We build trusting relationships.

We represent this behaviour when we:

- ✓ Are honest and authentic
- ✓ Commit to meeting goals/promises
- ✓ Provide realistic timelines/expectations

### We develop and deliver products that meet clients' needs.

We represent this behaviour when we:

- ✓ Listen and seek to understand
- ✓ Provide feedback information to you when we cannot meet your needs
- ✓ Evaluate our programs by listening to redevelop products that we offer, create new products, and effectively deliver those products

### We help our clients achieve their goals.

We represent this behaviour when we:

- ✓ Provide value with knowledge
- ✓ Understand what your success looks like
- ✓ Act beyond the transaction by providing advice, tools and relevant products to assist you in achieving your goals

### We engage with our clients through multiple channels.

We represent this behaviour when we:

- ✓ Improve our communication channels with you
- ✓ Develop and maintain multiple channels for you
- ✓ Communicate rationale for and tangible benefits to you of certain channels (e.g., when you use X channel it allows us to process your claim more quickly and get money into your hands faster)

### We understand our clients and their aspirations.

We represent this behaviour when we:

- ✓ Really listen and provide guidance to the appropriate products for your goals
- ✓ Engage and ask follow-up questions to facilitate understanding
- ✓ Solicit feedback about your experience