



The Minerva SIPP TCF Charter

Our TCF Commitment is ...	Success will look like ...
<p>To design products to meet the needs of identified customer groups and continue to meet customer needs.</p>	<ul style="list-style-type: none"> • Having a regularly reviewed 'customer focused' product development process supported by customer research and surveys • Commentary/improvements made and all actions taken fully detailed in the TCF Decision Log as part of MI procedures.
<p>To design and target product documentation (including customer. distribution & promotional material) for the identified customer groups.</p>	<ul style="list-style-type: none"> • Process for promotions follows TCF principles – clear, jargon free
<p>To service the product effectively throughout its lifecycle.</p>	<ul style="list-style-type: none"> • Having achieved all deadlines in our 'demanding' service standards. • Commentary/improvements made and all actions taken fully detailed in the TCF Decision Log as part of MI procedures. •
<p>To ensure TCF is part of the business culture.</p>	<ul style="list-style-type: none"> • A TCF 'Decision Log' maintained and acted upon. • TCF on agenda at monthly team meetings • A TCF suggestion scheme is in place to encourage staff participation • All staff receive initial and ongoing TCF training Updated TCF information is distributed, understood and actioned