

JOINTLY ACCREDITED BY



# **CaseTrust-NATAS Joint Accreditation Scheme**

## **Information & Application Kit – Travel Businesses**

## CASETRUST CRITERIA FOR TRAVEL BUSINESSES

This is a summary of the CaseTrust Criteria for Travel Businesses. The full Criteria Form, incorporating assessment elements and document checklists, will be made available to businesses upon submission of the CaseTrust Application Form and Full Assessment Fee.

### A. POLICIES

AREA	CRITERIA
<b>Goods &amp; Services</b>	A1. My store policy should offer goods and services of satisfactory quality as defined in the Sales of Goods Act S14(2).
<b>Terms &amp; Conditions of Sales</b>	A2. My business should clearly declare the terms and conditions of any service guarantees to protect customers against non-fulfilment of agreed services. .
	A3. My business should have cancellations, refunds and amendments policy clearly stipulating the time frame and conditions for any cancellations, refunds and amendments.
	A4. My business should clearly state the terms and conditions for any deposits paid should the transaction be cancelled.
	A5. My business should clearly state the terms and conditions applicable to the redemption of travel vouchers.
<b>Pricing &amp; Payment</b>	A6. My business should have a policy committing to clearly displaying discounted prices.
	A7. My business should clearly state the payment methods and channels available to customers.
	A8. My business should be committed to avoidance of over or under-charging and to ensure correct change is given.
	A9. My business should clearly state any delivery charges incurred.
	A10. My business should clearly state any additional charges for extra services such as visa applications.
<b>Security</b>	A11. My business should be committed to maintaining the confidentiality of customer data.

## B. COMMUNICATION

AREA	CRITERIA
<b>External Communication</b>	B1. My business should provide effective mode(s) of communication for external customers
	B2. My business has a system in place to inform CASE in writing of any critical changes including its Management Representative.
<b>Advertising &amp; Promotion</b>	B3. My business 's products/services must reflect their descriptions, appearances and claims made by the company in all marketing communications.
	B4. Marketing communications should include accurate details on prices, quality, availability and terms of sales or business, where appropriate.
	B5. My business should have the intention to sell what they have advertised and promoted.
	B6. My business clearly states the terms & conditions for special promotions.
	B7. My business should clearly state the period for which promotions are valid.
	B8. My business should clearly spell out details of the mechanism for any lucky draw or competition promotions.

### C. PRACTICES & SYSTEMS

AREA	CRITERIA
<b>Retailing</b>	<u>C1. Deposit / Reservations</u>  a. My business should provide customers with receipts to acknowledge payment of deposits or reservation charges  b. Sales Invoice/Booking Forms for deposits and reservations should reflect full detailed information.
	<u>C2. Proof of Purchase</u>  a. My business should issue sales invoices/booking forms to customer with details of the purchases of the services provided.  b. The sales invoices/booking forms must reflect relevant detailed information.
	<u>C3. Cancellations, Refunds and Amendments</u>  My business should honour their cancellations, refunds and amendments policies promptly within the stipulated time frame and conditions.
	<u>C4. Delivery</u>  a. My business should provide delivery forms.  b. Delivery forms should reflect full detailed information. My business should obtain customer's signature acknowledging receipt of delivery. A copy of the delivery form should be submitted to the customer for retention.  c. My business should keep customer updated on the status of their deliveries should the need arise.
<b>Feedback Management</b>	C5. My business should have a system to document complaint cases and has a complaints resolution procedure
	C6. My business should keep complainant informed of the status of the complaint investigation.
	C7. My business should acknowledge complaints within a maximum of 21 days and resolve complaints within a maximum of 3 months upon receipt of complaint.
	C8. My business should inform customers of alternative forms of redress should the company be unable to resolve the complaint within the time frame.

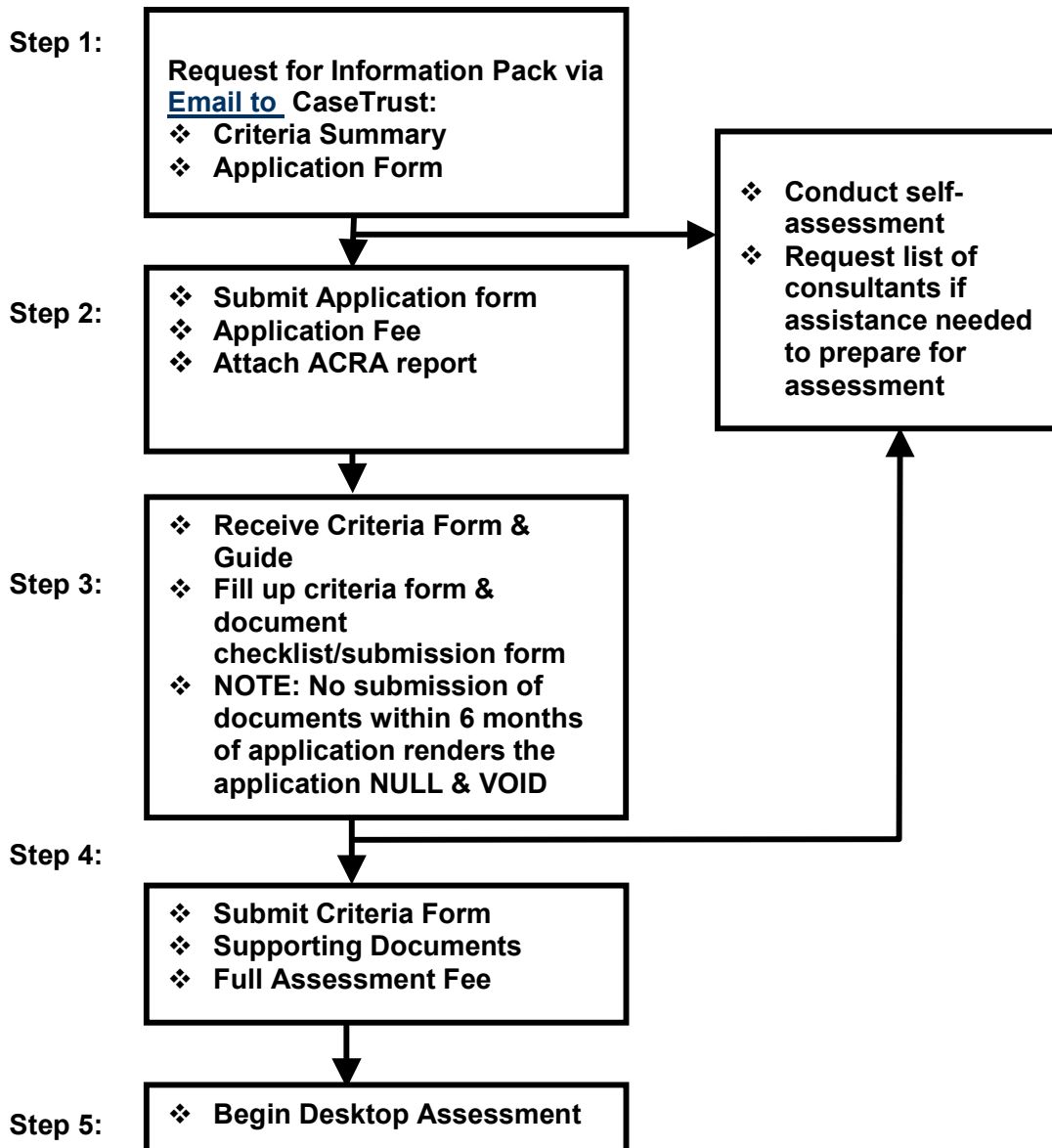
### C. PRACTICES & SYSTEMS

AREA	CRITERIA
<b>Security</b>	C9. My business should use customer's particulars strictly for the purpose of completing sales transactions or for other legitimate purposes made known to the customer prior to obtaining such particulars.
	C10. Should my business wish to use customers' particulars for purposes other than internal marketing and billing, applicants should make this known to the customer prior to obtaining their particulars and obtain the consent of the customer.
	C11. My business should have a system to keep all customers' particulars confidential.
<b>Goods &amp; Services</b>	C12. My business should have a system for ensuring the quality of products and services offered for sale. Goods and services offered should be fit for consumption and not past expiry date.

### D. PERSONNEL

AREA	CRITERIA
<b>Performance</b>	D1. Customer support and service staff should not practise any unethical sales tactics.
<b>Knowledge</b>	D2. Staff working for the company should be able to provide accurate, timely and comprehensive product and service information to customers and to perform service to the expected levels.

## CaseTrust Application Procedure



*Note: Time taken for application and assessment depends on how complete and how early forms & docs are sent in to CaseTrust. The process would take between 1 – 3 months to complete.*

## CaseTrust Assessment Procedure

### Step 1:

- ❖ Upon receipt of full submission of documents, CaseTrust will arrange Desktop Assessment to commence
- ❖ Assessor(s) will contact applicant within one (1) month from the date of submission on the results of the Desktop Assessment



### Step 2:

- ❖ Assessor will contact applicant to arrange site assessment
- ❖ Assessors to conduct site assessment: staff interview & outlet visit/server premise



### Step 3:

- ❖ Applicant will be notified about the results of assessment
- ❖ Successful applicants will be invited to sign license agreement with CASE



### Step 4:

- ❖ Letter of congratulations & membership
- ❖ Collect decal(s)
- ❖ Code of Practice
- ❖ Logo usage guideline

#### Note:

- ❖ *Webfront applicant's website will be assessed off site.*
- ❖ *Visitation of Webfront applicant's server premises is part of site assessment.*

## TRAVEL BUSINESSES (STOREFRONT)

Type of Fee	CaseTrust Fee Structure for Travel Businesses (Storefront)		
	Small Business: Sales Turnover < \$5M	Medium Business: \$20M < Sales Turnover > \$5M	Large Business: Sales Turnover > \$20M
<b>CaseTrust Basic/Gold:</b> Application Fee	S\$200	S\$200	S\$200
<b>CaseTrust Basic:</b> *Full Assessment **Interim Assessment  <b>CaseTrust Gold:</b> *Full Assessment **Interim Assessment	S\$680 S\$340  S\$4,000 S\$2,000	S\$1,700 S\$850  S\$5,000 S\$2,500	S\$2,500 S\$1,250  S\$6,000 S\$3,000
<b>CaseTrust Basic:</b> Annual Management Fee  <b>CaseTrust Gold:</b> Annual Management Fee	S\$600  S\$2,000	S\$1,200  S\$2,500	S\$2,000  S\$3,000

### IMPORTANT NOTE:

1. Fees are subject to change, depending on economic situation and discretion of the CaseTrust Department.
2. \*Full-term assessment is conducted every 4 years.
3. \*\*Interim assessment is conducted every 2 years.
4. Application and Full Assessment fees are to be paid in advance.
5. The application will be considered **NULL & VOID**, with the applicant considered to have failed the assessment if
  - a. Documents for assessment are not submitted within **6 months** from date of application.
  - b. The applicant failed to obtain CaseTrust within the period of **1 year**.
6. Applicant must go through the full assessment first, and the interim assessment after 2 years.  
-CASE reserves the right to perform more than one interim assessment during the 4-year period.

- If the applicant does not pass the assessment, it must pay a re-assessment fee equivalent to the full assessment fee.

7. The annual management fee is payable only after the applicant clears the assessment process.
8. Below are the cancellation fees in the event the CaseTrust applicant cancels application under the following circumstances:
  - a) Application Fees of \$200 is strictly non-refundable.
  - b) Assessment Fees are refundable if withdrawal request is made within 14 days after the submission of your application.
  - c) If withdrawal request is made at least 3 days **before** commencement of Site Assessment, 50% of the Assessment Fees will be refundable.
  - d) Assessment Fees are strictly non-refundable if withdrawal request is made within the 3 days before Site Assessment.

### TRAVEL BUSINESSES (WEBFRONT)

Type of Fee	CaseTrust Fee Structure for Travel businesses (Webfront)		
	Small Business: Sales Turnover < \$5M	Medium Business: \$20M < Sales Turnover > \$5M	Large Business: Sales Turnover > \$20M
<b>CaseTrust Basic:</b> Application Fee	S\$200	S\$200	S\$200
<b>CaseTrust Basic:</b> *Full Assessment Interim Assessment	S\$1,100 S\$550	S\$1,100 S\$550	S\$1,100 S\$550
<b>CaseTrust Basic:</b> Annual Management Fee	S\$600	S\$600	S\$600

### IMPORTANT NOTES:

As part of the push to encourage more businesses to attain the TrustSg seal, interested applicants will enjoy the following benefits:

- a) Participate in TrustSg-related marketing events.
- b) National endorsement.

**TRAVEL BUSINESSES (COMBINED - STOREFRONT & WEBFRONT)**

Type of Fee	CaseTrust Fee Structure for Travel businesses (Combined Storefront & Webfront)		
	Small Business: Sales Turnover < \$5M	Medium Business: \$20M < Sales Turnover > \$5M	Large Business: Sales Turnover > \$20M
<b>CaseTrust Basic</b> Application Fee	S\$200	S\$200	S\$200
<b>CaseTrust Basic:</b> *Full Assessment **Interim Assessment	S\$1,100 S\$ 680	S\$1,700 S\$ 850	S\$2,500 S\$1,250
<b>CaseTrust Basic:</b> Annual Management Fee	S\$600	S\$1,200	S\$2,000

**Upgrade Scheme for Existing Storefront Members to Combined (Storefront & Webfront)**

Type of Fee	Small Business: Sales Turnover < \$5M	Medium Business: \$20M < Sales Turnover > \$5M	Large Business: Sales Turnover > \$20M
Application Fee	waived	waived	waived
<b>Upgrade Fees</b>	<b>\$680</b>	<b>\$940</b>	<b>\$1300</b>

- c) Existing Storefront members can upgrade to the Combined (Storefront & Webfront) scheme. Take this opportunity to setup your web presence to expand your business further!

## FEES FOR TRAVEL BUSINESSES (STOREFRONT)

### CaseTrust Basic

Size of Business	Year 1	Year 2	Year 3	Year 4	Grand Total	Average Fees Payable per Year
Small	1,480	600	940	600	3,620	905
Medium	3,100	1,200	2,050	1,200	7,550	1,887
Large	4,700	2,000	3,250	2,000	11,950	2,987

**Illustration 1: Fees Overview for Travel Businesses (Storefront) over 4 Years (Inclusive of All Fees Payable)**

Type of Fee	Year 1	Year 2	Year 3	Year 4	Grand Total
Application fee	200	-	-	-	-
Assessment fee					
• Full	680	-	-	-	-
• Interim	-	-	340	-	-
Annual Management Fee	600	600	600	600	-
<b>Total</b>	<b>1,480</b>	<b>600</b>	<b>940</b>	<b>600</b>	<b>3,620</b>

**Illustration 2: Detailed Cost Breakdown for a Small Travel Business (Storefront) over 4 Years**

## **CaseTrust-NATAS Joint Accreditation Scheme Application Terms and Conditions**

1. The Applicant is bound by the Terms and Conditions herein and such variations, which may be from time to time, be made by the CaseTrust Department, and upon submission of their Application to the CaseTrust Department.
2. The Applicant must not have five (5) or more complaints lodged against it with breaches of the Consumer Protection Fair Trading Act (CPFTA), and must have a clean track record with CASE and relevant Authorities (within a period of 12 months before the date of application) in order to qualify for the accreditation scheme.
3. An Application to join CaseTrust must be accompanied by:
  - (a) Completed Application Form as prescribed, together with any supporting documents required
  - (b) Application Fees
  - (c) Assessment Fees
4. The Application Fees herein will not be refunded if the Applicant fails to qualify for Assessment for any reasons whatever. The Assessment Fees would however be refunded in the event of an outright disqualification.
5. If an Applicant fails the prescribed Assessment conducted, the Applicant may be given a further opportunity to qualify to be accepted under the scheme and such would be decided by the Assessor or Assessors assigned and, for so long as the Applicant does not exceed 2 further Assessments. All subsequent Assessment Fees, if any, must be paid by the Applicant.
6. The Applicant may ask for a review of the Assessment with reasons. Upon receipt of the review fee, the Applicant's request will be considered by the Head of Assessment, and if appropriate, forwarded to the CaseTrust Department. Such review will be allowed at the discretion of the CaseTrust Department and will be final. This review fee will be refunded if the review is found in the Applicant's favour.
7. In the event that there is a need by the Applicant to consult with an existing panel of Consultants (whose names are available by request), then, the Applicant will liaise directly with such Consultants, who will be independent of the CaseTrust Department, and appropriate fees will be paid to them for the Consultancy. The CaseTrust Department will under no circumstance be liable for any advice rendered by such Consultants.

### **Membership Details**

8. Membership for the Scheme will be for a period of 4 years, renewable every year, subject to the Assessment and Investigation results, feedback from the public i.e. complaints if any, and other relevant factors. The CaseTrust Department reserves the right to revoke or not renew membership should members fail to adhere to the standards set by the CaseTrust Department.
9. Members who make changes to its company ownership after obtaining accreditation will be subjected to Interim Assessment and have to furnish CASE with a Deed of Assignment. This assessment shall be independent of other assessments that the member is scheduled to undertake.

### **Standards**

10. Members are required to maintain the CaseTrust standards as stated, among other things, in the Assessment Criteria provided. The criteria may be revised from time to time and the Members must be so bound by such.
11. Upon acceptance of membership, store-based retailers are required to display their policies clearly in their stores or such policies must be easily accessible to Consumers. Web-based retailers are required to publish their web policies on their web sites.
12. Members must have a proper criterion to deal with complaints and a dispute resolution programme in place and, which is transparent and known to Consumers.
13. In order to uphold the standards, which may be updated from time to time, set by CaseTrust, all members shall adhere to the Code of Practice and abide by penalties imposed upon breach/infringement of the Code of Practice.

### **Condition Precedent**

14. Members should allow CaseTrust representatives into their premises for auditing and/or investigation purposes, whether notified or not. If a fee is required or any expense incurred for such investigation, such fee or expense should be refunded upon the Member's notification of the investigation by the CaseTrust Department.

### **Audit/Investigation**

15. The Applicant has been made aware of the CaseTrust Department's empowerment to deal with breach/infringement of the Code of Practice. Members who commit a breach/infringement shall be imposed a fine, be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the offence, or by any other appropriate means.

16. Members who are lifted from suspension orders will be required to undergo an Interim Assessment.

**Termination**

17. Upon termination of the CaseTrust Accreditation Scheme membership, all CaseTrust related Materials including the CaseTrust Decal must be returned to the CASE office within 7 days, and such Materials and such Decal should not be used in any manner whatsoever by the member before its return.
18. The CaseTrust Department reserves the right to revoke membership should members fail to adhere to the License Agreement or breach the Terms and Conditions herein, or for whatever reasons, as the CaseTrust Department deems fit.

- o CaseTrust Basic
- o CaseTrust Gold
- o (Combined Storefront & Webfront)



## CaseTrust-NATAS Joint Accreditation Scheme Application Form – Travel Businesses

**Instructions:**

1. Applications for Store and Web accreditation are separate, even if the applications are from the same business.
2. Please type or write clearly using black or blue ink for all forms.
3. Where not applicable, fill in the blanks using **NA** or **NIL**. Please note that **blank answers are not acceptable**, and may result in delay in processing of your application.
4. Attach separate sheets if the space provided is insufficient.

**Particulars of Your Business**

Name of Business:

Address:

Tel:

Fax:

Website:

Email:

Registration of Company Business (RCB) no.:

License No. (if applicable):

Date of Registration (dd/mm/yyyy):

Trade/Corporate Memberships:

Have you or your Directors/Partners/Owners ever been rejected, suspended or removed from any accreditation scheme, including but not limited to this Scheme? **YES / NO**  
Please provide details (attach additional sheets if necessary):

**Contact Particulars**

Name & Title of Organisation Head: \*Dr/Mr/Mrs/Madam/Ms

Name & Title of Contact Person for CaseTrust: \*Dr/Mr/Mrs/Madam/Ms

Tel:

Fax:

Email:	
<b>Size of Business</b>	
<ul style="list-style-type: none"> <li>o Small –Sales Turnover less than S\$5M</li> <li>o Medium – Sales Turnover between S\$5M &amp; S\$20M</li> <li>o Large – Sales Turnover more than S\$20M</li> </ul>	
<b>Nature of Business</b>	
<ul style="list-style-type: none"> <li>o Department Store</li> <li>o Department Store cum Supermarket</li> <li>o Supermarket</li> <li>o Mini-mart</li> <li>o Confectionery &amp; Biscuits</li> <li>o General Provision Store</li> <li>o Food, Beverages &amp; Tobacco</li> <li>o Pharmacy/Drug Store</li> <li>o Cosmetics/Toiletries</li> <li>o Textiles</li> <li>o Household Electrical Appliances</li> <li>o Hotelier</li> <li>o Banking</li> <li>o Renovation/Contractor</li> </ul>	<ul style="list-style-type: none"> <li>o Jeweller</li> <li>o Sporting &amp; Athletic Goods</li> <li>o Gifts/Handicrafts/Hobbies</li> <li>o Telecommunications Equipment</li> <li>o Books, Magazines &amp; Stationery (including News Vendor)</li> <li>o Optical Store</li> <li>o Watches &amp; Clocks</li> <li>o Spas</li> <li>o Travel Agents</li> <li>o Employment Agencies for Foreign Domestic Workers</li> <li>o Service Providers</li> <li>- Type: _____</li> <li>o Others, please specify _____</li> </ul>
<b>If Business has a chain of outlets</b>	
Number of outlets:	
Total no. of staff:	No. of Retail staff:
<b>If Business is a subsidiary of Holding Company</b>	
Name of Holding Company:	
Address:	
Tel:	Fax:
Email:	

## Declaration

I / We declare that:

1. All the information given is accurate and truthful.
2. The membership criteria have been fully read and understood.

Authorised Signature: \_\_\_\_\_

Name / Title: \_\_\_\_\_

Date: \_\_\_\_\_

Company Stamp: \_\_\_\_\_

**Please remember to include the following together with your application: -**

- i. **All cheque(s) payable to Consumers Association of Singapore (CASE)**
- ii. Completed Application Form and cheques to be submitted to:

**CaseTrust Department  
c/o Consumers Association of Singapore (CASE)  
170 Ghim Moh Road  
#05-01 Ulu Pandan Community Building  
Singapore 279621  
Tel: 6461 1800 Fax: 6463 7048 Email: [casetrust@case.org.sg](mailto:casetrust@case.org.sg)**

## Particulars of My Applicant's Outlet (s)

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

Outlet Name:	
Address:	
Tel:	Fax:
No. of Staff:	Size of Outlet (sq m):

**Please make copies if you have more than 5 outlets.**