**Introduction**

The customer is viewed as the employer in companies. A company grows or falls depending o how it treats its customers. A good ethics program is aimed at ensuring that customer retention is maintained always. The first role of such a program is to focus on the person interacting with the customer, and ensure that they do so in a way that is acceptable. The customers are served by employees either directly or indirectly. Customer satisfaction is greatly tied to employee comfort in the workplace. The program is thus extended to cover the employees, and ensure that they are also comfortable in the working environment. For Company X, the ethics program focuses on sexual misconduct, discrimination, dishonesty, drug abuse, insubordination and offensive language use.

**Standards and Procedures**

The sexual misconduct policy includes sexual harassment, rape, threats and intimidation on employees, use of the company's equipment for pornography viewing, suggestive language, use of obscene language, and uninvited touching. It also expands to any act defined as sexual abuse under the law of land. All these sexual behaviors are unacceptable in the Company's premises whether invited or not. The policy also covers the employees fully when they are outside the premises whether participating in the firm's activities or not, for uninvited sexual misconduct (Hall, 2015).

The discrimination policy defines discrimination as treating or considering a person differently from others based on their characteristics. The policy includes, but is not limited to gender and racial discrimination. All employees in and out of the premises when undertaking the company's duties, should be treated fairly irrespective of their natural appearance. It however allows individual differences between people, and does not necessarily force an employee to like another. However, such differences should not be brought up as to affect work performance. It also states that customers should be given full service by the employees without preferring one customer to another.

The drug abuse policy defines drug abuse as the act of taking substances that will alter the body functions. Drugs abuse includes, but is not limited to, taking alcohol, smoking, taking substances laced with drugs and using medicinal drugs for other purposes. The company is not involved with the user's private life and allows employees who abuse drugs to be recruited into the firm. However, in the event where the drug abuse is affecting the employee's work and relationships with customers, fellow employees and management, the policy will classify that as misconduct. Additionally, drug abuse inside the company's premises is stated as misconduct whether one is addicted or not. Lastly drug storage in the company or carrying drugs when coming to work is a misconduct and the company can hand over the employee to the government (Crane & Matten, 2007).

Insubordination is defined as failure to obey authority and rules. The policy permits the employees to decline rules if their privacy comfort, or safety is at risk and they suspect ill manner in the order given. It also excuses employees from obeying contradictory rules. The employees are allowed to seek higher authority in that case. However, if the rules are given in order, then the employee must obey it without questioning. The employee is also required to follow contradictory orders in case of emergency, but have a signed report so that the issuer takes full responsibility. The employees are required to have their rights and responsibilities in mind when following orders from management. Sexual advances should not be mistaken for orders.

Dishonesty is the act of deceit, sabotage or fraud in operation. Employees are required to do their work in transparency and have full report of their work for audit. The dishonesty policy allows employees to maintain secrecy of personal life while in the company. Also, unless required for official purposes, lying on private information is not a violation of the policy. However, fraud and sabotage of employees is dishonesty, and not allowed. Likewise, giving incorrect information to customers with the aim of misleading is also unacceptable. In the event of employee dishonesty claim, the intent is the key observation to determine dishonesty.

Offensive language is defined as comments made to a person which are insulting, obscene or hateful to the listener. This includes the use of sexual comments on a person, and may be transferred to sexual harassment on the individual depending on severity of the comments. Also, abusive words are unacceptable whether relating to the management, fellow employees or customers, on the part of the employee. In addition, where an individual makes comments of hatred to another, it is termed as offensive. However, the use of day to day terms without offensive intend, even when the listener finds it offensive, is acceptable. Arguments and debates are allowed and members are free to discredit other's opinions without crossing the line ti using hateful terms. Also, statements with normal intent if misunderstood cannot be considered offensive.

**Training Program**

The training has the role of fully making the employees aware of their requirement and freedom in the program. The content to be delivered is the standards and procedures identified and outlined. Also, where the procedures make a reference to the national law, the specific article in the law will be added. The content will also include the applicability of these standards and proper examples defined for the same purpose. A case study of the use of these methods in other companies is also part of the content. The training will be done in departments in shift of an hour so as to ensure business continuity. For those who may not be within the premises such as the marketers and those who may be too busy, the training will be recorded and distributed, also for reference. In addition, a booklet containing the procedures and standards will be availed to every employee for free. The same content will also be posted in the company's website. All the audio, URL and printed book formats will be accessible to every new employee once they join the company.

The human resource department which is in charge of the employees will be in charge of organizing, and distributing the reading materials. The department is also required to present the teaching lessons to employees every year, and when a change is made in the program. In addition, the department should ensure that the employees have the most updated version of the program. A change should be followed by reprint of the section changed or the entire book it it will become difficult to understand. Also, an update in the firm website is needed. For all questions arising from this program, the department will have the role of answering them, and acting on them if they will need some changes being made. The task of organizing for amendment of the program is also the role of this department. It states down the lines of conduct that which will define an act as either bad or good. The company will fully finance all the processes and efforts incorporated in the entire program. The employee unions will also be given the document.

**Monitoring employee misconduct**

The monitoring of employee misconduct will be done by both the management and the human resource department. The managers have more contact with the employees and are thus given the role of reporting to the human resource department all misconduct issues. However, it is important that the managers are also employees who can have misconduct. Due to this, the management role on ethics ends with reporting. The human resource team and directors are the only ones fully involved. The easily spotted misconducts are those of acting in rage when dealing with customer, sexual advances recorded on CCTV cameras and employee misconduct reported to the management. In addition to monitoring employee workplaces on cameras, the department will have its staff members walking around to detect drug abuse like alcohol smells and smoking. In addition, the department will be looking for funny behavior in individual then proceed with investigation. Audit reports will be studied carefully and also randomly so that employee honesty is maintained (Trevino & Nelson 2010).

**Reporting employee misconduct**

On reporting, employee misconduct can be reported by customers or other employees. This however should be done in a way to avoid suspicion. Customers reporting secrecy is not mandatory since they may not be interacting with the staff members on a daily basis. The reporting is done either trough emails to the customer service department, or just talking to the department. There may be some probability that the customer department staff may make protective moves for their fellow colleagues. A requirement to attach to each claim an official form signed by the customer is key. The form document will then be presented to the human resource department on a daily basis for checking. The report is secret and should not be disclosed to anybody else or else the staff member will be under the dishonesty policy. Employee reporting will be done secretly through the company website and directly to the human resource management. In the reporting, the employee will be required to attach the details of the accused, so that if the details reflect to a member of the management team, the information can be availed to directors only. This is purposefully to prevent junior employees from accessing the manager details. It is also a move to protect the accused until the truth is determined.

After the reporting has been done, the case will progress through the necessary stages, with complete care taken not to alert the accused or the accuser. Then corrective action will be done. The corrective actions may be warning, firing, or in the extreme cases, handing over to the government security agencies (Valentine & Fleischman, 2008).

**Evaluation of the program**

The effectiveness of the program will be measured differently on the complains presented. However two approaches can be used. For the customers, a sheet to rate the service as provided by the employees is a key strategy. Poor rating can be associated with poor service and misconduct among the employees. When some corrective measure has been done, it is expected that the service rate will improve. With this expectation, the human resource can then gauge the effectiveness of their program. In addition, the number of complaints presented is also an indication whether or not the program is adequate to ensure customer service and business success. The customer ratings can be conducted throughout the company's life and evaluated weekly. From these reports then possible data presentation methods such as graphing and diagrams can be generated. If the reports show that it is not reliable to use the program, then improvements on the program will be made through suggestions by fellow employees and from researches. The changes will then be documented and provided to the customers in form of brochures or pieces of paper.

For employee misconduct reported by the employees, the accuser will be required to determine whether or not they are comfortable with the current situation. This will done weekly after correction has been made, and the report is used by the human resource department to measure the impact of their remedy actions. Employees are also required to present their grievances through their unions to the human resource, in case the problem is general. In employee meetings, held once a fortnight, the employees will have a forum to speak up their issues. The human resource department will send a representative to all employee meetings to collect grievances and feedback. All changes will first be communicated to the employees, then based on their willingness to live by the policy, either be implemented or not. Changes will be communicated using books, brochures and the website to the employees (DesJardins, 2007).

**Conclusion**

In conclusion, the ethics program is a great step for all companies to adopt. With a guideline on how to go about the day to day management of employees and customers, it is almost obvious that any company willing to succeed and maintain the success needs to have proper ethics and standards observance. However, just having a proper document is not enough, it is even more important to ensure that proper strategies are used in the reporting of individuals breaking the policy, and proper action is taken. The policy should be secretive enough not to cause chaos among employees but promote love and unity. It should make business operations simpler not more complicated. All the remedy actions should also be bound by the same policy and should be done as per the law of land.

**Citations**

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