



Customer Service Improvement

Do you provide outstanding levels of customer service at all times? Do your customers praise you to their friends and colleagues? Do you stand out from the crowd?

We help organisations improve their customer service. We help them analyse how they are doing in the eyes of the customer, where and why they might be going wrong, and what to do to improve. We then work with their teams to achieve those improvements.

We find that . . .

Customers are often dissatisfied when staff have not shown they understand the problem and the impact it is having

Customer facing organisations continue to recruit individuals who mumble and don't smile!

The most friendly and professional assistants will only succeed if backed by good management and processes

Many organisations have no clear statement of their standards

Only a few organisations have customer satisfaction as the key determinant when making decisions

What do we do first?

In our experience there are a number of different drivers of customer service. Too often customer service initiatives focus on just one of these drivers and so fail to address some of the real issues.

We therefore always begin with analysis. Sometimes the starting point is customer interviews. This can be done by the client or by making use of our research partners who have wide experience in this field. Once the feedback is in we run small workshops to consider the evidence and analyse the potential drivers under the headings of

- ◆ People: attitude, skills, knowledge, experience
- ◆ Standards - clarity and execution of
- ◆ Processes, products
- ◆ IT systems
- ◆ Management style, empowerment and morale
- ◆ Change

Actions

Having analysed where improvements can be made we then help the organisation or department to create and implement an action plan to achieve them. This may include amongst other activities:

- ◆ customer service workshops
- ◆ In-house focus events
- ◆ Designing a customer service charter
- ◆ Developing a quality champion network
- ◆ Process improvements

What is the value to your organisation?

- ◆ Delighted customers
- ◆ Improved reputation
- ◆ Minimised costs
- ◆ Optimised systems and processes

Would you like to discuss further?

Contact us on 01628 7711960 to discuss the ways we can help improve customer service in your organisation.