



Winning Awards



Customer Research

1. Have a clear picture of the marketplace, who the customers are and where they come from
2. A clear understanding of who the competitors are and what they offer for comparison & improvement
3. Have clearly defined methods for continually gathering information about the needs of the customer and the way this impacts on the service provided
4. Evaluate market and economic information to understand existing and future markets

The Promise to the Customer

1. Identify the standards of service the business intends to offer its customers, including any terms and conditions
2. Communicates this to the customer
3. Communicates this to all other stakeholders
4. Creates, delivers and improves products and services based on customer requirements

Business Planning

1. Ensures that there is a vision to enable the creation of a business plan with clear objectives and targets. Ensure this is communicated to all appropriate stakeholders
2. Include customer and all other stakeholder requirements in the business plan
3. Set financial, human resources and customer service objectives and targets
4. Uses feedback to help monitor progress against the business plan
5. Reviews performance against the business plan
6. Provides leadership which demonstrates and encourages high standards of service and performance and develop a culture of excellence.

Operational Performance

1. Has a plan that links people to their key responsibilities
2. Build and review operating procedures and ensure they are current and up-to- date.
3. Have plans that identify critical stages in the delivery of service
4. A process for managing externally sourced products to ensure they support the promise to the customer
5. Manage key partnerships
6. Manage high compliance with all environmental, health & safety and legislation.

Resources

1. Have a process for identifying the resources available to deliver the standards of service to the customer
2. Makes adequate resources available to deliver the standard of service promised to the customer
3. Manages technology to support business and customer service improvements
4. Manages finance, building and equipment to maintain the delivery of service to the customer

Training & Development

1. Equip its people with the skills and knowledge to deliver the service promised to the customer
2. Reviews individual performance and agree any additional training and support that may be required.
3. Provides outlets for personal development and progression
4. Involve people and encourage innovation & creativity

Service Delivery

1. Measures service performance
2. Has a process to check delivery and take early action to correct any deficiencies before they become apparent to the customer
3. Achieves set customer satisfaction targets
4. Provides feedback to individuals on their impact on service delivery
5. Measures society's perception of the business

Service Recovery

1. Have in place a defined method for dealing with customer feedback
2. Have a process to ensure that the outcome of feedback is gathered to prevent future failings

Customer Satisfaction Improvements

1. Regular reviews of its promise to the customer
2. Review on an ongoing basis the effectiveness of procedures & processes
2. Seeks suggestions and improvements from suppliers, team members and all other stakeholders
4. Seeks to review, benchmark and identify best practice

