

Customer services excellence

Staff share a sense of pride in what they do.

So said the Customer Service Excellence assessor after interviewing a number of staff to decide whether to award the group with the prestigious standard, which has replaced what used to be known as the Charter Mark.

The assessment took place over two days and involved staff, residents and board members across the group, being interviewed. The idea is to not only judge our customer services but also, to measure how well we know our customers and how effective we are at delivering services that meet their needs.

The assessor went on to say, "There is a clear and effective commitment to involving customers in designing, managing, reviewing and developing services. Although ironically, we're sometimes not very good at letting residents know that we have actually listened and responded to their comments and suggestions! And this was an area the assessor recommended we look at and develop; to make sure that residents knew that they were being listened to."

The assessor's final report was overwhelmingly positive and a testament to the hard work of staff, and the culture of a group which values customer services and actively supports residents to get involved.

Teresa Butchers, Group Chief Executive said in response to the report, "I'm delighted that we've done so well in our Customer Service Excellence assessment. One of our core values is 'putting our customers first' and it's great to have external validation that we're doing that. Part of our success is down to a genuine willingness to listen and learn, and to evolve our services so they continue to meet our customers' expectations. So the recommendations coming out of the assessment are really useful to us."

For more information on the Standard, [click here](#)

