

# Customer Service Excellence

A brief introduction to the CSE Standard,  
a practical tool for driving customer-focused  
change

# What is Customer Service Excellence?

- ★ CSE is the UK Government's national standard for excellence in customer service, administered by the Cabinet Office
- ★ Launched in March 2008, it has replaced, and greatly enhanced the previous Charter Mark Standard
- ★ It is based around five criteria (plus 15 sub criteria and 57 criterion parts)
  - Customer Insight; The Culture of the Organisation; Information and Access; Delivery; Timeliness and Quality of Service
- ★ Formal CSE assessment is open to all organisations, not just those in the public sector
- ★ External assessors will judge your organisation and mark you as
  - ◆ Non Compliant
  - ◆ Partly Compliant
  - ◆ Compliant
  - ◆ Compliant Plus

# The purpose and concepts of Customer Service Excellence

## Purpose

The Customer Service Excellence Standard aims to bring professional, high-level customer service concepts into common currency with front-line public services by offering a unique improvement tool to help those delivering public services put their customers at the core of what they do

## Key Concepts

- Customer Insight
- Customer Segmentation
- Customer Journey
- Access Channels
- Drivers of Satisfaction

These concepts underpin the 5 criteria of the Standard

# What does Customer Service Excellence Mean?

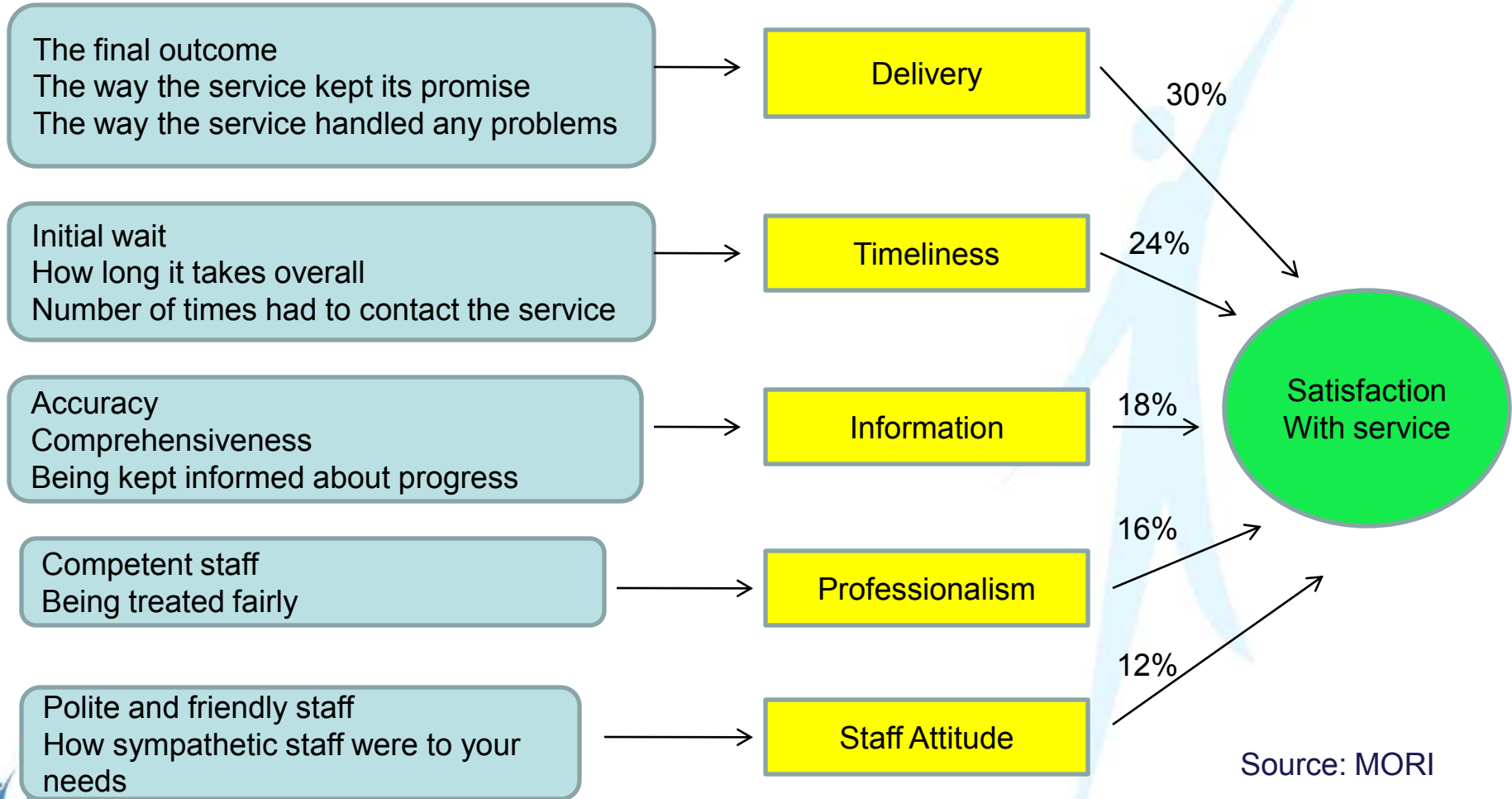
The 5 criteria, against which you will be measured, ask searching questions and will need you to show evidence of -

- ★ **Customer Insight** = Who are your customers? How do you engage with/involve them? How and What do you measure? Are you actually improving services?
- ★ **Culture** = Key that customer focus is embedded – throughout the organisation, to all customers; None of the criteria to be seen in isolation; Linked to each other and to the Key Concepts
- ★ **Information and Access** = Information is a key concept; Effective communication crucial to customer engagement; Customer frustration at lack of information
- ★ **Delivery** = Key driver of satisfaction; All organisations stand or fall by their results; Well-targeted results mean more useful data to learn from; Reviewing & improving achievement(PDCA)
- ★ **Timeliness and Quality of Service** = Timeliness a key satisfaction driver

# Customer Service Excellence - How to deliver customer satisfaction

## What matters to customers

## = Drivers



Source: MORI

# The benefits of Customer Service Excellence

- ★ CSE is a driver of continuous improvement
- ★ CSE gives you insight into your own organisation (how customer focused are you?)
- ★ CSE gives improved understanding of customer issues (by developing customer insight)
- ★ CSE improves relationship with and satisfaction of customers
- ★ CSE is a skills development tool building real team spirit and morale
- ★ CSE is an independent validation of achievement in customer service

# What does it take to implement Customer Service Excellence successfully?

CSE is a very exacting Standard which will not be achieved unless you can demonstrate that you –

- ★ truly understand your customers - their behaviour, experiences, beliefs, needs or desires
- ★ provide services based on an understanding of local populations and neighbourhood context
- ★ can visualise and record how and when your customers interact with your organisation (“moments of truth”)
- ★ have developed appropriate access channels - the ways in which people can contact you and receive your services

# Does Customer Service Excellence have any drawbacks?

Not really but,

- It is not for the faint-hearted (very exacting) and will require considerable time and effort to acquire
- It is aimed at organisations for whom customer service is vital to bottom-line success
- You will need to have clear customer-focused goals and key processes in place for delivery of the goals
- Communication is key. People need to understand the organisational direction and be supported in achieving it.
- Senior management need to actively support the concepts of CSE. Paying lip-service to get 'the badge' will not work.

❖ *But don't worry – this is where ley hill can help.....*



# What can we do to help?

Ley hill have a wealth of experience in:

- ★ working with managers and employees to develop a full understanding of CSE
- ★ delivering bespoke training for managers and internal reviewers
- ★ identifying the key benefits for you
- ★ establishing a clear picture of how CSE dovetails with your business strategy and with any other improvement frameworks such as ISO 9001, EFQM, Balanced Scorecard and IIP
- ★ guiding you through all the stages required to prepare for/achieve the standard, including liaison with an appropriate certification body
- ★ helping to embed the required customer focus skills and processes
- ★ providing continuing support ahead of any re-assessment

★ If you want to know more please take a look at our website:

[www.leyhill.com](http://www.leyhill.com)

★ Or you can call us on:

**01494 772327**