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Customer Service Culture Change

Who:	A London local authority.
Critical Issue:	Sought to deliver consistent customer service standard in all its customer facing operations/public offices.
Reasons:	The authority wanted to change its service culture by clarifying and reinforcing a consistent customer service standard by providing a range of examples and templates that staff could use to assist and improve their service to customers.
Capabilities Required:	The authority requested I design and facilitate the delivery of a practical and user-friendly staff manual (toolkit) that clarified to front line staff the service standards the authority wished to provide customers.
What I provided:	Working in partnership with the authority, I created a new Customer Service Standard, a behavioural toolkit and automated all relevant processes and procedures. Once this was complete, I designed a 'video arts' style training to clearly demonstrate what consistent customer service behaviours looked like in face-to-face situations, on the telephone or in writing. Face-2-face training was designed and delivered together with a new management dashboard that aligned employee objectives and behaviours with the new standard.
Results:	The toolkit helped all customer facing employees to answer: <i>what is involved in developing customer commitment and how do I achieve it?</i>
Benefits:	The authority won praise from its residents and received government awards for its demonstration of being a customer focused organisation. Other London Boroughs have now adopted this standard.