

# Improving Customer Service



**THE MANOR CONSULTING GROUP**  
Business & Marketing Consultants - Training Specialists

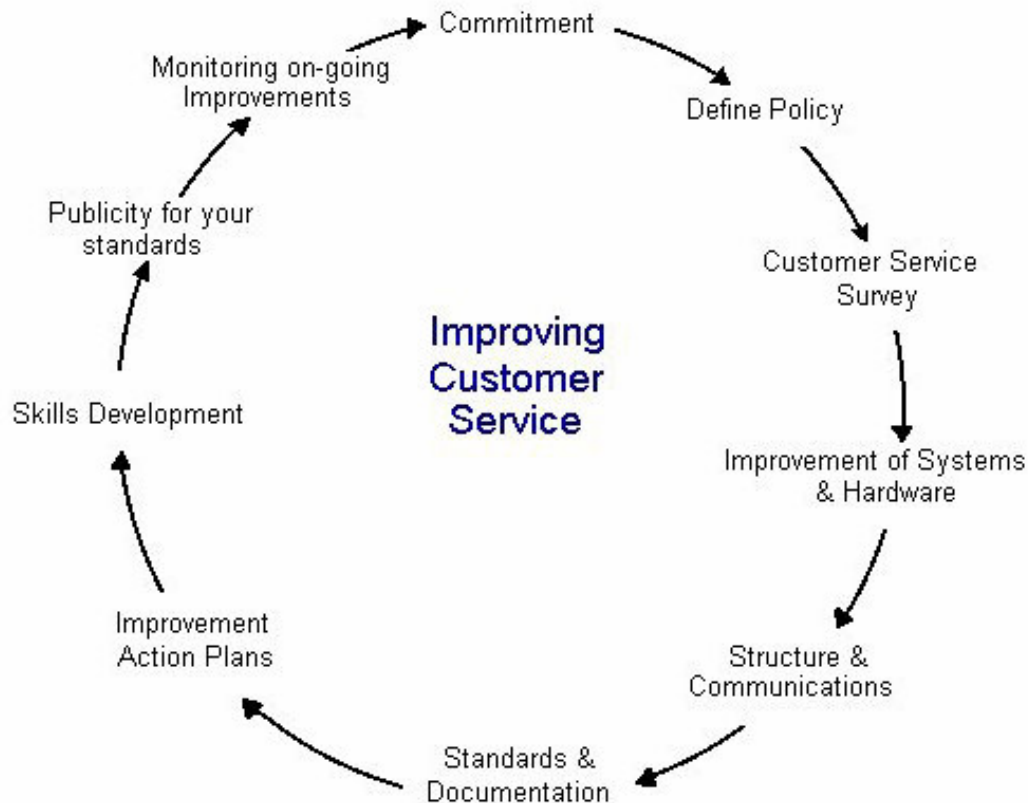
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## What is Customer Service?

We have identified that successful approaches to "Improving Customer Service" have 10 key concepts in common:

1. Commitment from the top and ownership throughout the organisation.
2. A clearly defined customer service policy.
3. A customer service survey identifying the levels of internal and external customer service.
4. Improvement of systems and "hardware" in the early stages.
5. The establishment of a service-orientated organisational structure and communications.
6. The agreement of standards and documentation so that everyone understands what is required.
7. Measurement of customer service performance and development of improvement action plans at all levels.
8. Skills development to equip people to do the defined job.
9. Publicity for your standards, both internally and externally.
10. Monitoring on-going improvement. The process is never ending and continuously seeks to understand and achieve customer satisfaction.



## How Can We Help You?

We can help you implement any or all of the 10 key concepts depending on your own resources.

### **A. Consultancy**



Our consultancy input would support your effective approach to any or all of the 10 key concepts. The best starting point for any worthwhile improvement in the level of customer service must be an objective examination of your current situation - **The Customer Service Survey**.

The result would be an improvement action plan to take you forward. Once this process has started, there is a need to introduce a measure to monitor and maintain a continuously improving customer service culture.

We have developed our **Customer Confidence Index (CCI)** which provides a real time measure of customer service performance at all levels of the organisation. It ensures that customer service takes its important place alongside other key business parameters such as profits, costs and volumes.

The CCI offers a number of real benefits to organisations committed to developing an "Improving Customer Service" culture. These include:

- Providing senior management and all staff with a regular and complete measure of customer confidence across the organisation
- Pulling together the understanding of customer confidence on a real time and individual basis across the organisation
- Helping all staff to appreciate the customer service objectives and integrating their own input to meet those objectives
- Measuring trends
- Providing a measure for internal and external comparison
- Identifying and recognising good practice
- Providing a measure to identify and evaluate current and future initiatives
- Developing a continuously improving customer service action plan

### **B. Training and Development**

Customer service training and development is tailor-made to support your approach to "Improving Customer Service". It could cover some or all of the following areas:

- Understanding the process of "Improving Customer Service" at all levels throughout the organisation including the external and internal customer and supplier
- Identifying the elements of the customer service mix
- Defining the policy and organisation for improving customer service
- Designing the system to measure customer service performance at all levels
- Carrying out a customer service survey

The length of training and development will depend on your organisation's needs. In-house programmes are usually based on a series of workshops for the various levels and functions involved. Consultancy and training can be carried out separately or as a unique combination to meet your needs.

## What Do Our Clients Say?

- "The whole process has proved a considerable step forward in the identification of key performance indicators for improving customer service, and also the team's awareness of the potential effects on the customer and on each other"
- "The CCI was tailored to our specific needs. It is not a standard "off the shelf" package. The finished CCI is **our** product"
- "The Manor Consulting Group has a real understanding of our culture"

We have helped clients in a number of sectors. They include:

Abercrombie & Kent	London Borough of Sutton
Anglian Water	Manx Electricity Authority
Antec International	Marine Harvest
Bath City Council	Merial Animal Health
Bayer UK	Mid Kent Water
BNFL	Milk Marque
Booker Agribusiness	Molnlycke Health Care Products
Booker Cash and Carry	Molnlycke Tissue
Boots The Chemists	Mouchel & Partners
Bournemouth and West Hampshire Water	National Veterinary Supplies
British Film Institute	North Somerset Council
British Arab Commercial Bank	Norwood
Bristol Water	Pedigree Masterfoods
Cargill	Petsafe
Carless Refining and Marketing	Rank Organisation
Central Midlands Co-operative Association	Rhone Merieux
CITB	Rhone Poulenc
Clarke Willmott & Clarke	Rohm & Hass
Countryside Agency	RNID
CWS	Royal Agricultural College Business School
Designers Guild	Schering Plough
Du Pont	Somerset County Council
Eastern Electricity	South Somerset District Council
Gehe Pharmaceuticals	South West Water
Gloucester County Council	Span Training & Development
Groundwork UK	SWEB
Hammersmith and West London College	The Chartered Institute of Marketing
Hampshire County Council	The Chartered Management Institute
Health Development Agency	The Prince's Trust
Hubbard ISA	Tilhill Forestry
Hughes Allen Chartered Accountants	Tom Barron
Hyder	Trouw UK
Hyder Water	UCAS
Isle of Man Government	Virbac
Isle of Man Post Office	Watts & Partners
Legal and General	Wealden District Council
Lincolnshire County Council	Wessex Water
Lloyds Bank	West Wiltshire District Council
London Borough of Hillingdon	

## Why Use The Manor Consulting Group?

There are 6 reasons:

- **Objectivity**  
We are totally objective as we have experience of many different types of industry and organisation.
- **Personal Approach**  
The consultant who handles your initial enquiry will manage the assignment to its completion. This ensures that their accumulated knowledge of your organisation facilitates a cost-effective approach to achieving your objectives.
- **Practical Solutions**  
We provide practical solutions which are easy for you to implement.
- **On-going Development**  
We are committed to providing support and counselling in order to help you implement our recommendations.
- **Quality Control**  
We operate a quality control system which helps to ensure that you secure a return on your investment in our professional services.
- **Ownership**  
We encourage your full involvement and commitment, which ensures that you retain ownership of the assignment, by augmenting and not duplicating your own resources.

The Manor Consulting Group is a registered practice of the Institute of Management Consultancy.

It is also retained by the Chartered Management Institute and The Chartered Institute of Marketing to present a number of development programmes.

It is also accredited as an ILM Management Centre and can offer academically recognised management qualifications at a number of levels.

## Your Next Step

When you wish to discuss your current challenges and opportunities, please contact one of our partners. He will arrange a confidential meeting with you without commitment.

### Partners' Biographies:



#### **John Bailey BSc (Hons) MIMC MCIM MCFI**

John Bailey gained his business experience at senior level in both the manufacturing and distribution sectors. He has considerable expertise in helping organisations to add value to their products and services. He specialises in management development. He holds an Honours Degree and is a Member of the Institute of Management Consultancy, of The Chartered Institute of Marketing and of The Chartered Management Institute.



#### **John Pritchard DipM FIMC MCFI**

John Pritchard's career has embraced business development, marketing management, general management and consultancy. He has a wide experience of presenting management and other development programmes and of helping organisations to achieve their objectives. His experience has been gained in the UK, Africa, West Germany and other parts of Europe. He holds The Diploma in Marketing, is a Fellow of The Institute of Management Consultancy and is a Member of The Chartered Management Institute.

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