

“What is Good Customer Care”

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Achieving Good Customer Care

- Understand people
- Know your customers
- Then develop your services



Understanding People

You do not create satisfied customers by removing all causes of dissatisfaction

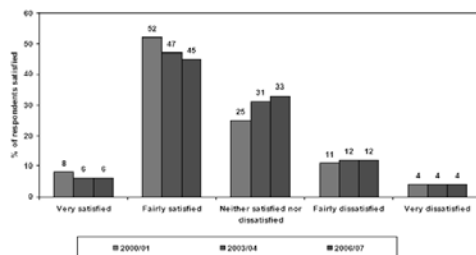


Understanding People – Satisfaction Surveys

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Delighted
- Happy
- Pleased
- Content
- Ungratified
- Displeased
- Disgruntled
- Distressed



Overall Satisfaction with Councils 2001 - 2006



Source: Local and Regional Governance Research Unit



Understanding People

- What was excellent service 5 years ago is now the expected standard
- Customers will want to compare you to your competition
- How you deal with the customer is as important as the service you provide
- Price matters but quality matters more



Understanding People – The Price Factor

- 68% say they're willing to pay up to 20% more for exceptional service
- 81% they'd pay 10% more
- 31% of those earning less than £10,000 would never pay more

Source: ICS National Complaints Culture 2006



Know Your Customers – Engage Them

- Consult your customers but be focussed in your questions
- Let them shape your services
- Seek out the hard to reach groups
- Use existing channels for communicating
- Tell them what you're doing differently as a result



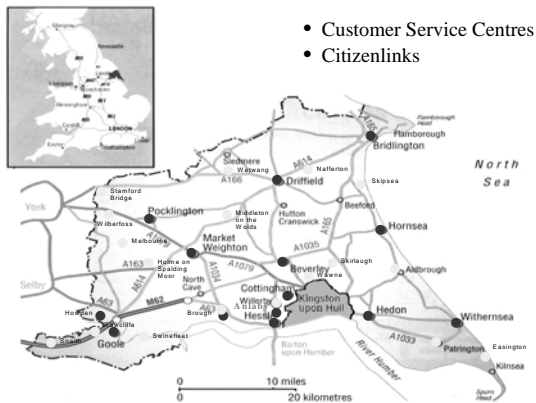
Service Development – Making Access Easy in the East Riding

- 14 Customer Service Centres



Service Development – Making Access Easy in the East Riding

- 22 Unmanned Video Links – “Citizenlink”



- Customer Service Centres
- Citizenlinks

Service Development

- Don't ask the customer to tell you what the service should look like in 5 years. Your job is to understand what is achievable and to match this to your knowledge of the customer



Service Development

- Stay ahead of the competition
- Use IT systems to improve customer care
- Integrate service provision
- Copy best practice



Brough Library/
Customer Service
Centre



Service Development – Staff Development

- Get the basics of responding to the customer right
 - Put yourself in the customer's shoes
 - Telephone rather than write
 - Answer the question
 - Deliver what you promise
- Make sure the back office is as customer friendly as your reception
- Make every transaction a promise and keep it
- Deal promptly with complaints



Customer Care

Happy Staff = Happy Customers

Virgin Mobile
Thomas Sanderson
Institute of Marketing
Institute of Customer Services
Business Week
The Edge Daily
The Morning Call
Baptist Health Care
Etc
Etc

