

a word about us...

EMQC Ltd is one of the UK's leading organisational improvement assessment and business consultancy companies. We work in partnership with Government to help deliver stringently monitored accreditation services for high-quality, performance-enhancing, national standards such as Investors in People, Customer Service Excellence, **matrix**, Lexcel and SFEDI, which we can also offer on a joint assessment basis for two or more accreditations.

We have established a network of experienced specialists who deliver our services across the country – analysing your requirements and ensuring you have access to the very best practices and ideas.

At EMQC, understanding your business requirements is at the centre of our offering. We work across all sectors with organisations of all sizes, providing expert advice on development and performance issues alongside a portfolio of diagnosis, benchmarking, performance review and assessment services.

We are committed to providing a consistent, high-quality service – one which is flexible, innovative and responsive to our customers' needs.

Please call us on 01332 291871 or visit www.emqc.co.uk to see how we can help to improve your organisation....



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the first choice
for organisational improvement



meeting the standard

Customer Service Excellence



The Government Standard

what is customer service excellence?

The Customer Service Excellence Standard has been developed to replace Charter Mark and it lies at the heart of a Government strategy to provide public services for all which are 'efficient, effective, excellent, equitable and empowering'.

Research has indicated a range of key customer priorities against which organisations should be measured and the standard also emphasises the need for customer insight practices to be developed along with robust methods of measuring service satisfaction levels.

how it works

Customer Service Excellence is primarily aimed at public bodies, providing them with the tools to drive truly customer-focused services. However, it is important to note that no restrictions have been imposed on eligibility and the standard can therefore be readily applied to commercial businesses and third sector organisations as well as the public sector.

The standard is designed to operate at three distinct levels:

As a driver of continuous improvement: Organisations can self assess themselves using the Cabinet Office on-line self-assessment tool. By using this process it allows them to identify areas for improvement.

As a skills development tool: Individuals within an organisation have the opportunity to acquire new skills in the area of customer focus, engagement leading to delivering improved services.

As an independent validation of achievement: Accreditation to Customer Service Excellence demonstrates competence in identifying key areas for improvement whilst giving the opportunity to celebrate success.

how are you assessed?

Your organisation will be assessed against a number of stretching criteria, comprising:

- 1 Customer Insight:** Focussing on the importance of developing an in-depth understanding of your customers, this may include consulting with them and using the information received to design and change services. The process also helps as a tool to measure the outcomes of the services provided – is the customer truly satisfied with the services received?
- 2 The Culture of the Organisation:** Any transition to a customer-focused culture can be challenging but it should be central to any organisation's business model. The organisation should have appropriate values in place, or be working towards them, along with operational procedures to meet both customer needs and expectations.

- 3 Information and Access:** There is a need to ensure that your organisation focusses on ensuring an effective link and communication plan for consulting and involving customers. Communicating with customers should not be viewed as a one off exercise and research has revealed customers believe one of the most frustrating weaknesses of public services is when they are not kept informed.
- 4 Delivery:** This measure surrounds how you carry out your main business, the outcomes for the customer and how you manage any problems that may arise.
- 5 Timeliness and Quality of Service:** Drawing heavily on what public service users have identified as the most important factors in the provision of excellent customer service. It plays a major role in helping to deliver the type of customer-focused culture mentioned above.

what are the benefits?

The standard can deliver real benefits to your organisation whether you operate in the public or private sector. Importantly:

- It is totally aligned with the five key drivers of satisfaction – **Delivery, Timeliness, Information, Professionalism and Staff Attitude.**
- It seeks to deliver the benefits of staff recognition and celebration.
- It provides a framework for the rigorous measurement of customer satisfaction.
- It provides a rigorous external validation of your practices and procedures.
- It acts as a spur for improved customer service and promotes the concept of continuous improvement.



more information?

If you would like more information on the Customer Service Excellence Standard and how it can provide specific benefits and improvements for your organisation, please contact our specialist team on 01332 291871.

The review of the previous Charter Mark standard, undertaken by Bernard Herden on behalf of the Cabinet Office can be viewed on www.cabinetoffice.gov.uk/chartermark