

Overview of External Awards and Standards for measuring Customer Excellence

Customer First	
Web address	http://www.customerfirst.org/
Background	Customer First is the National standard for Customer Service. The approach to achieving the Customer First Standard is practical and developmental. It is designed to establish a truly customer-oriented culture; build teams within and across departments; and to ensure real commitment throughout the organisation to the Customer First journey.
How	To gain the standard, organisations must be successfully assessed against the criteria. This falls into 3 core elements with a total of 30 statements to be met. The core elements: <ul style="list-style-type: none"> A. Building Customer Relationships B. Maximising Market Awareness C. Developing your People
Assessed by	Customer First UK 2 The Cottage Blake House Blake Street York North Yorkshire YO1 8QH Tel: 0845 226 0719 Fax: 0845 226 0718 Office opening hours are Monday to Friday 9.00am to 5.00pm http://www.customerfirst.org/ContactUs.aspx

Costs	<p>Daily rate £450 plus expenses for external assessor up to £150 per day. Initial assessment: c. £1800 excl. daily expenses*</p> <p><i>*Costs are indicative from April 2012 and based on only the Library Services being assessed.</i></p>
Preparation time:	<p>Dependent on the individual organisation: 6-12 months. There is no portfolio of paperwork required, just the assessment process.</p>
Assessment type:	<p>Input to the assessment is invited from people throughout the organisation, from those developing strategy to those who are customer-facing on the front line.</p> <ul style="list-style-type: none"> • Self Assessment questionnaire - to identify how close the institution is to achieving the Standard. • External Assessment on site - where the assessor meets a range of people to find out more about how things are done and also to assess the extent to which the Standard is being met. • Report and feedback - where the assessor summarises the findings, results and outcomes of the assessment and provides some developmental support and action planning.
Benefits	<ol style="list-style-type: none"> 1. Driver for continuous improvement (retain status for 2 years) 2. Independent validation of achievement (helps build your credibility and competitiveness) 3. Putting the Customer First[®] registered Certification Mark can be used on all communications to customers highlighting their position at the very heart of the organisation
Current Holders	<ol style="list-style-type: none"> 1. Knowledge Dock – University of East London 2. London School of Economics – Catering; Finance; Estates Division; Residences 3. Oxford Brookes University – Academic Management; Sport Centre; Directorate of Learning Resources (Library) and OBIS –Oxford Brookes Information Solutions (Computing Services) 4. University of Westminster – includes Library
For advice and support from a current holder:	<p>Claire Jeffery Head of Learning Resources (Harcourt Hill & Wheatley sites). Oxford Brookes University E-mail: cmjeffery@brookes.ac.uk Tel. for Harcourt Hill - 01865 488232 Tel. for Wheatley - 01865 485850</p> <p>Case Study for Customer First</p>

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Customer Service Excellence	
Web address	http://www.customerserviceexcellence.uk.com/
Background	Originally called the CharterMark, Customer Services Excellence is a Government standards that provide private, public and voluntary sector organisations with a recognised standard for customer services.
How	To gain the standard, organisations must be successfully assessed against the criteria. The standard has five criteria: <ul style="list-style-type: none"> • Customer Insight • The Culture of the Organisation • Information and Access • Delivery • Timeliness and Quality of Services
Assessed by	<ul style="list-style-type: none"> • Centre for Assessment • G4S Assessment Service • EMQC Ltd • SGS UK Ltd http://www.customerserviceexcellence.uk.com/contactUsCSE.html
Costs	Dependent on accredited assessor. Example costs*: Initial assessment: c£2000 Revalidation Year 2: c£100 Revalidation Year 3: c£500 <i>*Costs are indicative from April 2012.</i>
Preparation time:	Dependent on the individual organisation: 6-18 months
Assessment type:	Submission, Site visit
Benefits	<ol style="list-style-type: none"> 1. Driver for continuous improvement. 2. Skill development tool. 3. Independent validation of achievement.

Current Holders	<ol style="list-style-type: none"> 1. University of East London 2. University of Huddersfield: Library Services 3. University of Salford - The Library 4. University of Sussex - Library Services
For advice and support from a current holder:	<p>Christina Lewis Head of Gateway Services Library & Student Services University for the Creative Arts E-mail: clewis3@ucreative.ac.uk Tel.: 01372 202458</p> <p>Case Study for Customer Services Excellence*</p> <p>*Awarded to Library & Learning Services before merger</p>

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Institute of Customer Service – ServiceMark	
Web address	http://www.instituteofcustomerservice.com
Background	ICS brands itself as the professional body for customer service. ServiceMark is an organisational accreditation, well established in commerce and local authorities. ICS are currently seeking to raise their profile in the education sector. ICS also offers a ServiceFocus training programme – this includes the First Impressions course geared towards frontline staff.
How	Three elements: 1) Self-assessment – completed by a representative sample using an online diagnostic tool: ICS ServCheck. 2) Customer feedback measurement – UKCSI used to measure 5 areas: professionalism, quality/efficiency, ease of doing business, problem-solving, timeliness. Minimum sample – 100 customers. 3) Independent on-site assessment
Assessed by	Institute of Customer Service 2 Castle Court, St Peter’s Street, Colchester, CO1 1EW Tel: 01206 571716
Costs	The ServiceMark is offered as part of ICS membership. Please check the ICS website for more information: http://www.instituteofcustomerservice.com/ The ServiceMark assessment will cost approximately £750 plus VAT*per day. The total cost will be dependent on size of department and time required for preparation, on-site assessment and writing the report. <i>*Costs are indicative from 2012.</i>
Preparation time:	Approximately 9-12 months from decision, implementation of questionnaires, gathering data and then devising action plan, being assessed and being awarded.
Assessment type:	ICS assessors conduct a series of assessment meetings. Number of days set aside for this depends on size of organisation and number of sites.
Benefits	ICS website suggests the following benefits of ServiceMark: Demonstrate continuing commitment to service improvement Identify where improvements need to be made Develop action plan for service improvement Improve customer retention and increase customer referrals Improve staff satisfaction

Current Holders	NONE
For advice and support from a current holder:	No current university libraries