

**OPENING UP OUR  
SERVICES**

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# WHAT DO I KNOW?

- Active involvement in customer service for over 30 years
- Previous career path includes public, private and voluntary sector roles
- Since 2003 have been independent assessor, trainer, consultant
- Work with organisations of all sizes across the UK and abroad
- Cover a range of sectors

# THE CONTEXT

- Increasing expectations
- Massive rise in awareness of equality and diversity issues
- Growing bank of examples of good practice

# WHAT ARE YOU TALKING ABOUT?

- Inclusivity: focus on the people you are aiming to serve
- Accessibility: focus on the services you provide
- Get those two aligned and .....the wow factor!

# WHERE IT ALL BEGINS

- Culture
- Core values
- Role models

# UNDERSTANDING THE CUSTOMER

- 'Go where the customers go'
- 'Meet people where they really are'
- 'Help them over the hurdles rather than watching them fall'

# KEY THEMES

- Use of data to improve access and inclusivity
- Use of technology
- Joining the dots

# YOUR MISSION – SHOULD YOU CHOOSE TO ACCEPT IT

- How clear are you with staff about the importance of inclusion and access?
- What do your leaders do to model the behaviours you want to see?
- How well do you use data about customers to shape your offer?
- How do you know that the offer is aligned to customers' needs?



# THANK YOU

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