

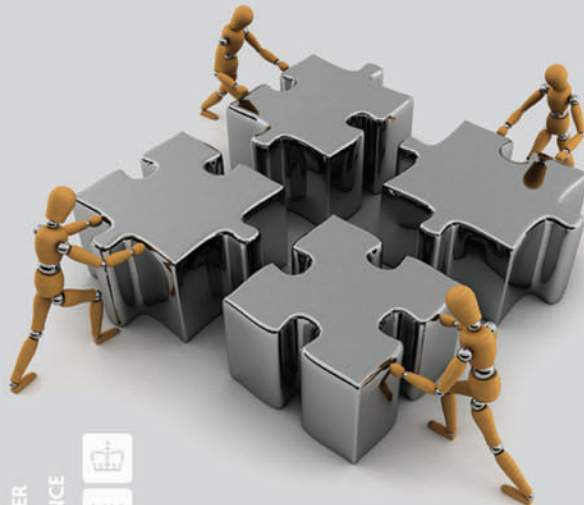


# Customer Service Excellence (CSE)

Customer Service Excellence is a government initiative which encourages public services to ensure that the customer is at the heart of everything they do

## How can it help us?

As a driver for continuous improvement; as a skills development tool and as an independent validation of achievement for our customers to see.



## Criteria needed to gather evidence against

There are five criteria within the standard:

- **Customer insight**  
The importance of developing an in-depth understanding of your customers.
- **The culture of the organisation**  
Understanding and demonstration of the values of the organisation as well as how the operations and procedures used, meet the needs and expectations of the customer.
- **Information and access**  
Customers value accurate and detailed information and this should be considered in everything you do.
- **Delivery**  
How business aims are achieved, the outcomes for the customer and how problem areas are managed
- **Timeliness and quality of service**  
How current standards relate to service delivery and how this is measured and reported.

Collect a few fundamental pieces of evidence that will cover a number of criteria, the key is not to use a lot of lower level pieces of evidence.

## Finally...

All IS staff found this a very positive experience and once we had the format of how to document evidence in our heads, it wasn't such a daunting task.

You don't have to pass every section of the criteria to gain the award, you can have some partial compliance in each area, as long as you can show you have recognised the need to improve and have a development plan in place.

## Examples of key pieces of evidence

- A Marketing and Communication strategy
- Customer profiles reflecting customer types and interaction.
- 'Customer journeys', illustrating how customers receive information and interact, which in turn often highlights pinch points for improvement.
- Policies and procedures e.g. Internal communication policy, staff development policy, complaints procedure.
- Customer feedback - provide evidence for methods and frequency of gaining and using feedback to make improvements. Illustrate how this is conveyed to the customer.
- Illustrate how you measure the service you deliver, e.g. service catalogue detailing what you offer and the standards of service delivery customers can expect clearly laid down. Illustrate how you communicate this to your customers.