

Customer Service Excellence Report

Customer Service Excellence is a new national standard which came into being in 2008 and is used by public service organisations for driving customer-focused change within their organisation.

To obtain this standard an organisation is measured against 5 overarching criteria which have 57 constituent parts. The areas covered by these criteria are those that have been determined by research as a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. There is also emphasis placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction.

The five criteria of Customer Service Excellence include:

Customer Insight: This looks at how we identify our customers, consult with them and how we measure the outcomes of our service. It is about being able to collect information and having the ability to use that information in a meaningful way.

The Culture of the Organisation: This challenges an organisation to build and foster a truly customer focused culture. To cultivate and embed this there must be a commitment to it throughout an organisation, from the strategic leader to the front-line staff.

Information and Access: This recognises how Customers value accurate and comprehensive information that is delivered or available through the most appropriate channel for them. Putting our customers first can be an important step towards providing effective communications.

Delivery: This examines how we carry out our business, the outcomes for our customers, and how we manage any problems that arise. Customers' views about the outcomes of our services is just as important as achieving the main indicators our organisation uses to measure its performance. Listening to, and asking for, comments, feedback and complaints is a great way to make small adjustments to the way our organisation runs.

Timeliness and Quality of Service: The promptness of initial contact and keeping to agreed timescales is crucial to customers' satisfaction. However speed can be achieved at the expense of quality, therefore the issue of timeliness has to be combined with quality of service to ensure the best possible result for customers.

CCEA achieved this standard in March 2009

Customer Service Excellence Criterion	Number of Sub Criterion within each Criterion to be assessed	Number of Best Practice Achieved	Number of Full Compliance Achieved	Number of Partial Compliance Achieved	Number of Non Compliance
		2009	2009	2009	2009
1. Customer Insight	11	5	4	2	0
2. The culture of the organisation	11	0	9	2	0
3. Information and Access	12	0	12	0	0
4. Delivery	13	0	12	1	0
5. Timeliness and Quality of Service	10	0	9	1	0
Total Achieved	57	5	46	6	0