



# Doncaster CVS Quality Systems



## Customer First

### Overview:

If customer service excellence is your priority then Customer First is for you as it is the National Standard for customer service. Whatever your organisations' size, sector or specialisation, focusing on the customer at every step of the way is crucial to your ongoing success. Customer First offers a practical approach to achieving customer service excellence in your organisation. Excellence at the customer interface is the key to, building your business, establishing a real competitive advantage, winning more customers' and maximizing your customers' loyalty and future custom.

### Benefits:

The benefits to the organisation would be that you are able to:

- Demonstrate quality of service
- Improve satisfaction
- Improve effectiveness and efficiency
- Develop consistency across sites and services leading to improved front line service
- Increased credibility – funders, local authorities, partners etc.
- Higher profile for your organisation
- Better workforce morale
- Improved processes.

### Key Criteria:

The Framework comprises 32 Statements in all, split across the three core elements which focus on the customer and the services you deliver. These core elements are, Building Customer Relationships, Maximising Market Awareness and Developing your People.

#### Building Customer Relationships

- How do you identify and then meet your customers' needs?
- How do you follow up your customers'?
- What practices are in place to deal effectively with customer complaints and queries?



## Maximising Market Awareness

- What is your approach to understanding the market?
- How is the target market identified?
- How are your services improved and new ones developed to better meet your customers' needs?

## Developing your People

- How do your people understand and assess customers' requirements?
- Are your recruitment methods ensuring you have the best person for each position?
- How do you ensure that your people are continually developing their skills so they can provide the best service to your customers'?

The assessment process itself is designed to be as simple and productive as possible and comprises of 6 key steps:

**STEP 1 - Choosing your Assessment Body** from a choice of three independent Assessment Bodies that deliver assessment services on a national basis

**STEP 2 - Commitment** from your organisation to achieve the requirements of the Standard

**STEP 3 - Agreement** between you and the assessor about the scope and scale of your assessment and the contract to deliver the assessment service

**STEP 4 - Self-assessment** questionnaire to support you and your colleagues to understand how close you are to achieving the Standard

**STEP 5 - External Assessment** where the assessor meets a range of your people to find out more about how you do things and also assesses the extent to which you meet the Standard

**STEP 6 - Report and feedback** where your assessor summarises the findings, results and outcome of your assessment and provides some developmental support and action planning.

## Time Frames:

Typically, the road to achievement takes an average of 10 months. Input to the assessment is invited from people throughout your organisation, from those developing strategy to those customer-facing on the front line. This helps establish a truly customer-oriented culture, build teams within and across departments and ensure real commitment throughout your organisation to the Customer First journey. Once you have achieved accreditation it lasts two years from being completed.

## Costs:

No two organisations' are the same and no two assessments are the same - so, the costs involved vary. The exact cost depends very much on the individual circumstances of your organisation and to find out how much you will have to pay for your Customer First assessment please contact either the awarding or certification bodies.

[www.customerfirst.org](http://www.customerfirst.org) or [www.qasonline.co.uk](http://www.qasonline.co.uk) or [www.centreforassessment.co.uk](http://www.centreforassessment.co.uk) or [www.q4sassessmentservices.com](http://www.q4sassessmentservices.com)

## Support:

Support for implementing any quality system your group or organisation chooses is available by contacting Janet Gillott on Tel: 01302 343300 Ext 217

**Doncaster CVS**



**Address:** 5/6 Trafford Court, Doncaster DN1 1PN

**Tel:** 01302 343300

**Fax:** 01302 321121

**Email:** [learning@doncaster.cvs.org.uk](mailto:learning@doncaster.cvs.org.uk)

**Website:** [www.doncastercvs.org.uk](http://www.doncastercvs.org.uk)