



**Customer Service Excellence**

## Who are the SGS Group?

- Derek Trawber
- Assessor and Tutor
- Leading international inspection, assessment and certification company
- 75,000 employees worldwide
- 1,200 employees in the UK
- National solutions delivered locally

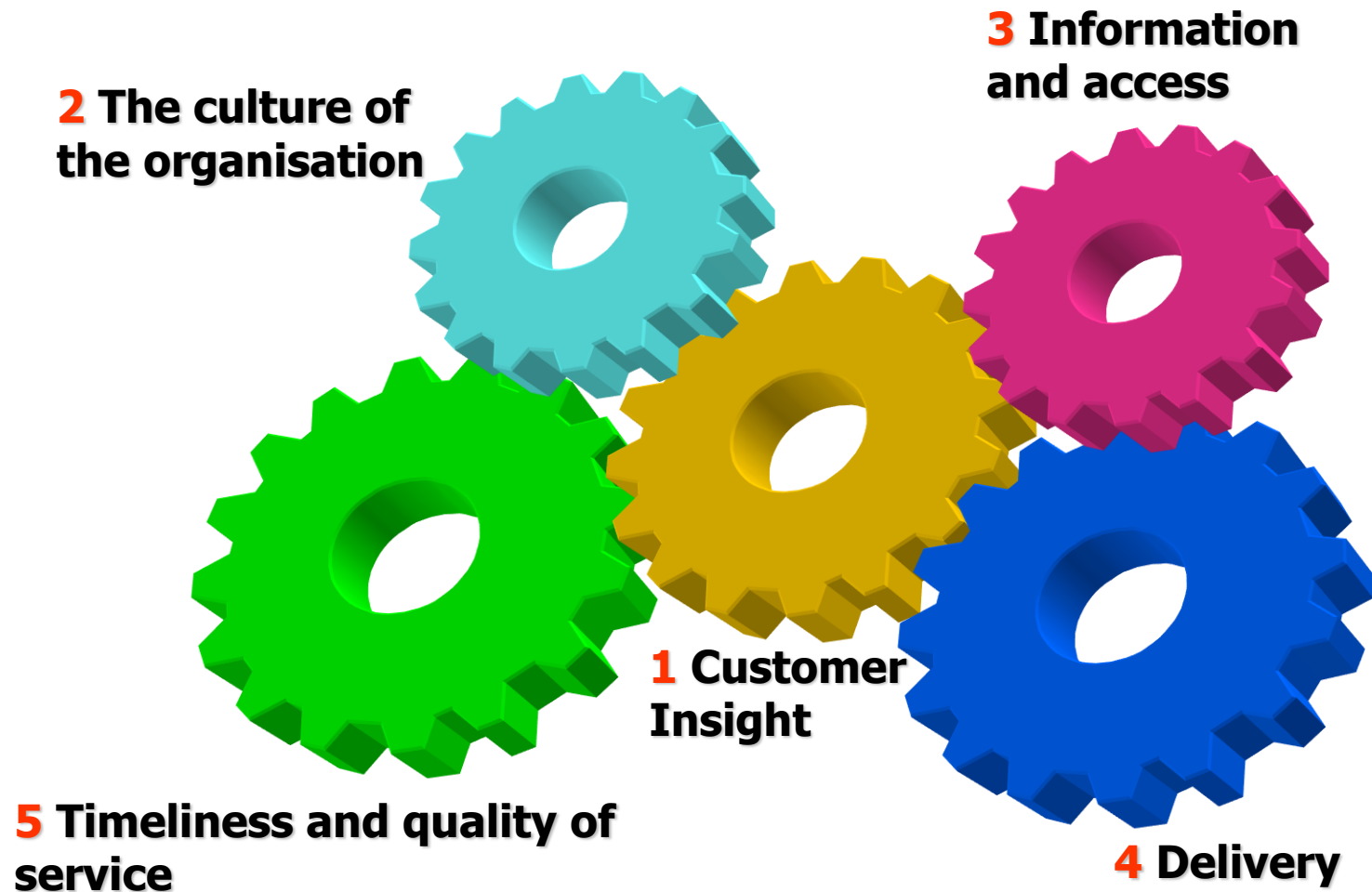
## What is Customer Service Excellence?

- A standard for customer service since 2007
- All UK businesses and organisations can apply for certification, including the voluntary sector
- A model for excellent customer service
- Based on the five key drivers of satisfaction

## The Key Drivers of Satisfaction

- Delivery
- Timeliness
- Information
- Professionalism
- Staff attitude

## The Standard: 5 criteria - 57 elements



## What are the benefits?

- A structured model for improving customer service
- Helps you better understand your customers' needs and expectations and their experience
- Increases customer satisfaction
- Develops a customer service culture
- Drives improvement in quality and performance
- Recognises and celebrates good practice
- Helps you learn from others and continually improve

## Next steps

- Come and talk to me
- There's more information in our pocket guide
- See [www.sgs.co.uk/CSE](http://www.sgs.co.uk/CSE)
- Help us understand your organisation, so we can help you achieve Customer Service Excellence
- Ask for a free visit from one of our team