



## Customer Service Week – Collaboration and Communication

Key to our development as a high-performing, customer-centric business is our ability to work and communicate effectively with one another. We live in a complex world where customer expectations are high – and getting higher. Addressing these, is all about working better together, both as individuals and teams. No matter what our role we can all make a difference here.

There are some simple things we can do.

*Share knowledge and discoveries freely* – We all know that across our business we need to improve our levels of customer satisfaction. That’s a fact. But we shouldn’t lose sight of another fact: we have widespread pockets of excellence, where people are outperforming and producing great results. We need to focus hard on sharing that experience and ensuring that everyone benefits.

*Be more inclusive* – Bringing our colleagues in to conversations early and ensuring they are informed and have an opportunity to speak opens up new possibilities for us. Having everyone on the same page will benefit us all – not least our customers. A joined-up business, with everyone moving in the same direction will produce better results for all of our stakeholders.

*Use the tools at our disposal* – We have a great suite of tools to help us deliver the services we provide our customers, from the new suite of drop cards we designed and adopted earlier in the year, through the now well-established KICK process to the new KICK app. Tapping in to these – and many other elements – will enable us to deliver an improved customer experience, and do so consistently.

The common thread running through all three of these things, of course, is communication. We all know that in our everyday lives we want to be communicated with. And it’s no different for us as a business. It’s not that we don’t do it – we just need to do more of it. So of the points we need to take away from this week, when, how and to whom we communicate needs to be front and centre in our minds.

And on that note – don’t forget to communicate with us this week and share your competition photos with us! We’d like to see more of you.