



Customer Service Strategy

Every good endeavour has a plan. Every good plan has a strategy. And that's exactly what we have in tRiIO for our customers.

We mentioned yesterday that customer expectations are higher than they ever have been – we know this from our own personal experience of being a customer. We *are* more demanding – and quite right too. Standards and efficiency go up as a consequence, and that's good for everyone. But meeting – and exceeding – rising expectations doesn't happen by chance.

So we've set out a strategic framework which identifies the key issues we need to keep in mind in pursuit of customer service excellence.

Heading it up is our customer objective: *Deliver an exceptional and distinctive experience in order to transform our customer and overall business performance.*

To support this we've agreed a guiding principle: *Delight our customers (and achieve a 10/10 satisfaction score every time)* – you will have seen the phrase starting to appear.

In practical terms, how we go about delighting our customers will differ from person to person, but from our perspective there are some common themes we can all take forward. Here are our top three:

- ✓ Put ourselves in our customers' shoes - see and feel the world from their perspective
- ✓ Deliver on our promises
- ✓ Communicate effectively

But there are others we all need to pick up on as well:

- ✓ Anticipate and empathise with customers' needs and concerns
- ✓ Listen and respond appropriately
- ✓ Exceed expectations
- ✓ Get things right first time

- ✓ Cause the absolute minimum disruption to day-to-day lives
- ✓ Acknowledge when things go wrong – put them right in a timely and appropriate manner

Our aim with these is to be clear about what we think is most important in the day-to-day delivery of customer service, and what we believe will best support the overarching strategic customer issue: *To establish and maintain a new customer-centric culture.*

Over the coming weeks you'll be seeing more around our strategy and the action plan we have in place to deliver it. We'll be publishing more information on Nexus and via our team talks to keep you up to date with our progress.