



Welcome to Customer Service Week!

From today, Monday 3 October, through to Friday 7 October we'll be celebrating our customers in a week-long focus on how to improve the service we deliver and create a truly distinctive customer experience.

In many areas across the business we're seeing levels of customer satisfaction steadily rising – and customer enquiries and complaints starting to fall. Our job now is to build on that and ensure we see our *overall* performance improving to the levels we need – currently, we're just not up to scratch. We need to take some significant steps towards the tRiIO-wide 10-out-of-10 service rating we know we're capable of. This is what customer service week is all about.

So, to kick off the discussion, we'd like to introduce you to our new 10 out 10 logo ...



You'll be seeing more of this over the coming week. It's important because it represents our commitment to *delighting our customers*. To find out precisely what this means – and what others in the business say it means to them – select the video link on Day 1 of the customer service week calendar.

It doesn't matter who we are, we all have an opportunity to contribute to the quality of customer service, and ultimately our CSAT scores and volumes of enquiries and complaints. So *'What will you do today to delight our customers?'* It's a question we'll all have to get used to asking ourselves – and others.

To help mark our refreshed focus on 10 out of 10, from today, we'll be passing on to you some new 10 out of 10 mugs and some teabags and other reminders of the importance of striving for 10/10 in everything we do. So have a cuppa, take a few minutes out to watch the video, and join the movement to delight our customers!

Delighting our customers

