



Commit to Customer First and see measurable results



Customer First UK
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Commit to 'Customer First' and see measurable results

If you are considering Putting the Customer First^{®+}, you will be keen to evaluate its potential impact on your organisation. We welcome this, as we know the many and varied benefits each of our customers gain from achieving this National Standard for Customer Service.

These benefits cover a wide range of key performance indicators, from market share, partnership and productivity to performance, morale and new business gains. Hard evidence of the business benefits of the 'Customer First Standard' has been gathered through independent research and customer feedback, the full results of which are available at www.customerfirst.org/research

For frequently asked questions about the potential impact and benefit of the Customer First Standard on your organisation, visit www.customerfirst.org/faqimpact

Meanwhile, here, in the words of our customers, are highlights of the difference that Customer First has made to their organisations:

We do not see Customer First merely as a 'badge' to hold on to, but more as an ongoing journey that enables us to develop and enhance the way we work with our existing and future customers.

David Williamson, West Yorkshire Universities Knowledge Transfer Director, formerly The School Business Associate, University of Bradford School of Management

Real impact | increased financial turnover

'The Customer First Standard and assessment process not only helped us identify areas for development but also helped us to think creatively about new ways of doing things. As a result we have experienced unprecedented benefits, including an increase from a turnover of £50,000 in March 2003 to £700,000 in March 2005' – Samee Mian, Managing Director, Deltaclub Group

Real impact | improved services

'The Customer First assessment has introduced slicker processes particularly in the areas of customer feedback and staff appraisals. As a result, customer relationships are being effectively managed and customers feel they are highly valued and their opinions and suggestions are a vital part of the company's continual development' – James Horne, Urban Mines

Real impact | winning new customers

'As a result of putting the 'Customer First' criteria in place, we can now consistently monitor exactly what we do. A huge benefit of this is that people who we are introducing to our business get a true insight into what we do' – Martyn Dickinson, Project Director, Team Food

Real impact | competitive differentiation

'By assessing ourselves against the Customer First Standard and achieving compliance, we send out a strong message to our clients and peers that we focus on our clients' needs and deliver appropriate services that make a difference. We can now inform our clients that we are more than 'just accountants', we are their solution provider' - Alan Wintersgill, Managing Partner, Naylor Wintersgill, Chartered Accountants

Real impact | Customer Loyalty

'We now have an even better relationship with our existing clients as a result of improvements made following assessment, we've honed feedback procedures and become more customer focused. Customer First has helped with our client retention strategy' – Julie Burrows, Head of Support, NWES



We looked at a number of quality accreditation schemes, but decided that 'Putting the Customer First' was exactly what we wanted. We looked at how we establish and manage customer relations, our awareness of the market and employer needs, as well as our staff development.

[Adele Dawson, Head of Employer Engagement, South Devon College Business Advantage]



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Want to find out more?

Speak to the Customer First UK team on **0845 226 0719**

or visit our website **www.customerfirst.org**