

Case Study



Prince's Trust

"Without Customer First we wouldn't have secured enough funding to support young people to set-up in business across the Yorkshire and Humber Region"

Who Are You?

The Prince's Trust Yorkshire & the Humber

What is Your Customer First Status?

We achieved Customer First in 2003, 2005 and again in April 2008

Why Go For Customer First?

- To aid funding so we can support young people into business
- To maintain our Customer First status and demonstrate that the Customer First ethos runs throughout the whole team
- Continuity – reviewing our systems and procedures against an externally recognised standard

What Were The Benefits of Being Assessed?

- It enabled us to review all our systems and procedures to ensure customers are dealt with in the most appropriate way
- Our assessor gave us the confidence to run with ideas that we were cautious about doing to enable us to keep developing what we had already achieved

What Improvements Followed?

- We have a more robust enquiry handling system
- We have introduced group information sessions about the Trust as opposed to individual one-to-one appointments
- We have directed Program Executives for Business to appropriate training to ensure the needs of our customers are more understood

Why Are You Recommending Customer First?

Customer First is an excellent way to review your businesses systems and procedures, without Customer First accreditation we wouldn't be able to support young people into business.

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“All of our customers are now greeted with a reliable, customer focused approach. The Customer First ethos does not stop at those who answer the phone but is the ethos across the whole team”

Picture: The Prince's Trust (Yorkshire and Humber)

The Prince's Trust (Yorkshire and Humber) Business Team has been supporting young people to set-up in business for 25 years. Through a specialist team of business planning volunteers, the Prince's Trust are making a real difference to the lives of young people by offering ongoing support from mentor's, giving them the opportunity to attend network events and other specialist training and support so it's key that they get their customer focus right. Culturally embedding the Customer First Standard was something Erica Johnson, Program Manager - Business was keen to work on:

“I was new to the post of Program Manager – Business so working through the Customer First Standard was an excellent opportunity to review what we do. Working with young people who often lack confidence, have low-self esteem and are often let down by people in their lives means it is important that everyone in the Trust provide a friendly, efficient service that can adjust to all of their needs, the Customer First ethos was seen as a way to support us in delivering this”

Following their Customer First assessment new ideas were used to expand on an already efficient service, as Erica goes on to explain; “Our assessment was valuable to all our working procedures, we have a more robust enquiry system in place to ensure no enquiries are lost or not dealt with in the appropriate way. We have introduced group information sessions about the Trust as opposed to individual one-to-one appointments as this encourages our young people to network with each other from the onset. We have also directed Program Executives for Business to appropriate training, Faith training, benefit training, for example so they are more understanding of the needs of our customers”.

Erica highly rated the feedback from the Customer First assessor, “The feedback received during the assessment was very useful, the assessor made suggestions that we either hadn't thought about or were cautious about pursuing but she gave us the confidence to have another look at a few ideas and to keep developing what we had already achieved”.

Has Customer First made a difference to the Trust? Erica believes so:

“Without Customer First we wouldn't have secured enough funding to support young people to set-up business across the Yorkshire and Humber Region. All of our customers are now greeted with a reliable, customer focused approach when they contact us for any reason, and the Customer First ethos does not stop at those who answer the phone but is the ethos across the whole of the team”.

“For any other business thinking about Customer First – This is an excellent opportunity to review the systems and procedures you have in place, it's a good team building exercise as everybody can be involved in improving the systems to ensure you all meet Customer First Standards”.

