

# Case Study



## triangle

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### Who Are You?

Triangle

### What is Your Customer First Status?

We achieved the Customer First Standard in November 2007

### Why Go For Customer First?

- To focus on improving standards and maintaining them at the highest possible level
- To gain official recognition for our efforts
- To demonstrate our commitment to our customers

### What Were The Benefits of Being Assessed?

- Expert guidance highlighted areas for improvement
- It helped us to reflect on our own efficiencies objectively and productively

### What Improvements Followed?

- Feedback is recorded as accurately as possible to ensure issues are dealt with effectively
- Procedures have been developed to enhance the quality of our service
- It has led to a greater understanding of customer satisfaction levels

### Why Are You Recommending Customer First?

- The Customer First Standard will help you reflect on your own efficiencies
- It will demonstrate to everyone that you are committed to your customers

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*“Great customer service is part of what we do and something we always strive for, but now we have official recognition for our efforts and we are proud to tell everyone about it!”*

Celebrations take place at the training brokerage organisation, Triangle, as they are awarded the National Standard for Customer Service.

At a time when customer service is at the forefront of leading businesses, Triangle recognises the Customer First Standard as a way to differentiate themselves in their marketplace and provide top quality services to their customers, as Eve Slater, co-owner and Managing Director describes:

“Our job is all about people, and finding their potential as an employee or business owner. Great customer service is part of what we do and something we always strive for, but now we have official recognition for our efforts we are proud to tell everyone about it!”

Triangle (who have offices in the South West and London) offer specialist services, delivering tailored, practical support to businesses to improve productivity and provide solutions for staff development. In 2006, Triangle won a tender to broker the multi million pound government UK adult training programme ‘Train to Gain’, in the Health Care & Social Care sector, Business & Finance, Central Government and the Creative & Media Industry.

They understand that the key to maintaining good customer relationships is having a consistently excellent service; this is why the Customer First Standard was adopted and embedded within their organisation. Naomi Rose, Marketing & Communications Manager, explains:

“We have made great improvements in our systems to ensure that all feedback is recorded as accurately as possible so that issues are more easily identified and dealt with effectively. This leads to a greater understanding of customer satisfaction levels which our customer service team focus on even harder to resolve. The impact this has had is two-fold; we enjoy increased repeat business while customers feel that they can rely on us to find the best solutions for their needs quickly and always with their best interests at heart”

Triangle are keen to share their views on how the Customer First Standard can impact on your business; “We would definitely recommend that other organisations strive towards achieving the Customer First Standard. Whatever level of performance you consider your company has, the Customer First journey can help you reflect on your own efficiencies objectively and productively. Gaining this type of status is important because it demonstrates to everyone, your commitment to your customers”

