

Case Study



“Customer First has differentiated us in the marketplace by positioning us as an organisation that consistently provides top quality service to customers”

Who Are You?

Wandsworth Borough Council – Economic Development Office

What is Your Customer First Status?

Achieved the Standard for the fourth time in March 2009

Why Go For Customer First?

- To ensure our wide range of customers all received a quality service
- To assure our customers that a consistent top quality service is being delivered
- To test our organisational systems' effectiveness internally

What Were The Benefits of Being Assessed?

- The whole team could work together in identifying strengths & areas for improvement
- Achieving compliance again was a real confidence boost for our staff

What Improvements Followed?

- The process helped us to identify the need to actively seek better quality feedback from our customers
- The accreditation has differentiated us in the business support marketplace

Why Are You Recommending Customer First?

- Customer First is a sure fire way of getting independent accreditation and advice that you can trust on how to improve the customer journey for all your customers

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“Our involvement with Customer First has brought many benefits to our customers and staff, and our overall Business Support Service has been improved as a result”

(Pictured; Mike Brook, Economic Development Officer at Wandsworth Borough Council)



Wandsworth Borough Council, Economic Development Team, are one of Customer First UK longest – standing customers; achieving compliance with the Standard for over 6 years now.

Their fourth and most recent success with the Standard in March 2009, means that they will now maintain this compliance for a further 2 years, positioning themselves as a fantastic example to others for their excellent customer service.

The team works to support businesses from the local area in a variety of ways, including; grants and loans to help businesses improve; business forums and annual awards to recognise the hard work within the area; advice and & referral services, and printed publications containing a information on business and other related matters.

The aim of their service is to act as a voice for business within and outside the council, whilst ensuring value for money services to all their customers. As the department serve such a wide range of customers, achieving the Customer First Standard ensures that this high quality, value for money service is being delivered..

At a time of business uncertainty, Wandsworth also wanted to re-achieve their accreditation with the Standard in order to assure their customers of a consistently top quality service when they really need help.

Continuous improvement has always been a high priority for the department, so they used the re-accreditation as an opportunity to test their organisational systems' effectiveness internally, and identify ways for which they could improve services to customers.

Through acknowledging areas for development, such as follow up to customers and their approach to segmenting the market, the team have set in place changes and improvements that have enhanced their services further. This method of working has also re-assured all members of the team that the services they provide as a team and individually are consistent, comprehensive and of great use to their customers.

Wandsworth Council feel that this accreditation differentiates them in the business support marketplace, and has provided them with advice and support on improving all aspects of a customer's journey.

