

Delivering Excellent Service

ISRM Conference 2007

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Our Mission today

- ▶ Identify who does and does not deliver excellent service
- ▶ Identify how this is delivered
- ▶ What can we learn from these organisations
- ▶ How can we improve our service.

Who?

▶ Which? Satisfaction survey – large stores 2007

- Rating out of 100
- Overall rating of store
- Likelihood of recommending

Who?

- ▶ 44 JJB
- ▶ 45 Dixons
- ▶ 58 Tesco
- ▶ 64 Lidl
- ▶ 66 Aldi
- ▶ 70 Marks and Spencer
- ▶ 80 Waitrose.

The winner is

▶ 81

John Lewis.

How – the starting point

- ▶ The Partnership Spirit defines what is truly important to the John Lewis Partnership.
- ▶ It does not change from time to time, situation to situation or person to person; it transcends our growth ambitions.

How – the objectives

- ▶ Ensuring the happiness of Partners is at the centre of everything we do
- ▶ Building a sustainable business through profit and growth
- ▶ Serving our customers to the very best of our ability
- ▶ Caring about our communities and our environment.

Serving our customers to the very best of our ability

- ▶ We want to give customers great service so that they become our loyal advocates. Partners want to serve customers knowledgeably, politely, with consistency and flair and always treat them fairly. We constantly challenge ourselves to raise our retail standards, create new products and services and try out new ideas with our customers.

Your turn to do some work!

- ▶ Identify the vital words in the JL service statement
- ▶ What do these words mean
- ▶ What gets in the way for us
- ▶ How can we deal with these barriers.

Feedback

► Methods

- Comment forms
- Electronic – Opinion Meter
- Forums, panels, surgeries
- Colleagues
- Fun – child's feedback.



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ACTION!!!!!!!

(If it was me doing this)

- ▶ Form a colleague Service improvement Team
- ▶ Agree and describe how service will contribute to the achievement of M/V/A/O's
- ▶ Is service a value?
- ▶ Align to a measurement tool – IiP, Charter Mark, Quest, internal customer charter
- ▶ Create, agree, train, measure and review Standards.

Thank you

- ▶ Questions?
- ▶ Challenges?
- ▶ Feedback please

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