

Sustaining Customer Service Excellence

A Case Study

Here at Leeds Beckett University we have a strong collective commitment to delivering the best possible experience for our students, staff, partners, visitors and our Board of Governors. This is affirmed by our position as one of the first UK Higher Education Institutions to hold the Customer Service Excellence standard across the whole institution.

Leeds Beckett University

Based in the vibrant city of Leeds, one of the UK's largest financial districts outside of London, our vision is to be an excellent, accessible, globally engaged university contributing positively to a thriving Northern economy. The University has around 3,200 staff and more than 26,000 students from 118 countries around the world; we contribute an estimated £520 million to the economy.

Our University community is wholly committed to the continuous improvement of our service to our many stakeholders across the full range of our provision, and is working together to make Leeds Beckett University a great place to study, a great place to work and a great place to do business with.

The Customer Service Excellence Standard

The Government developed the Customer Service Excellence Standard® to offer a practical tool for driving customer-focused change within the organisation. The Standard tests in great depth those areas that research has indicated are a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. It is held by an organisation for three years subject to successful annual reviews.



We were recognised for being 'innovative, original and ground breaking' in our commitment to supporting potential hard to reach students.

Introduction

Leeds Beckett University has always been committed to providing high-quality services to its students, staff and other stakeholders. Our ambition to achieve and maintain the standard featured in our previous Strategic Plan (2010-2015) and continues to be a key performance indicator with our new Strategic Planning Framework (2016-2021). The embedding of Customer Service Excellence within our Strategic Planning Framework demonstrates an outward commitment to how we are continuously working to improve the customer experience and journeys within our organisation and how our University continues to put our customer groups at the heart of strategy development and implementation.

Our Journey

We first achieved Customer Service Excellence accreditation in May 2013 and were delighted to achieve a very positive assessment result, including nine areas of compliance plus, the highest award within the standards framework. Following two successful reviews we gained an additional five areas of compliance plus.

In 2016 our University was once again assessed against all 57 elements of the standard (known as reaccreditation) where we successfully achieved nine areas of compliance plus with the remaining 48 criteria receiving 'full compliance' rating. At the conclusion of the reaccreditation our Assessor said:

"For Leeds Beckett University, it is clear that having the Customer Service Excellence standard for the last three years has been transformational on organisational development. You are to be congratulated on the continuous journey of improvement and enhancement you are making to your customer experiences."

Mick Lynch, Senior Assessor (Centre for Assessment Ltd).



Customer Service Excellence three years on

The evidence we submitted in 2016 against the standard's criteria demonstrated our journey has been one of continuous discovery and improvement in how we seek to enhance our customer relationships. We provided many examples of how our University has responded positively and progressively over the last three years to enhance our multi-faceted approach to customer service.

Some of the ways in which we have worked to embed the principles that underpin the standard:

1. The establishment of the Continuous Improvement Unit and their continued work across our University to improve customer journeys.
2. Engaging staff across the University through staff induction sessions and training.
3. The establishment of a CSE Champions Group network across the whole of our University whose aim is to further embed the standard and influence positive change in our customer services and interactions across our University.
4. Empowering our students to contribute to customer service e.g. their participation in our student ambassador programme.
5. Development of roles focused on enhancing customer service.
6. Fulfilling the commitments we make in our Customer Service Statement.
7. Enhancing the way our customers can feedback through our University-wide comments scheme.



We were recognised as being extremely committed to staff development in order to be as responsive as we can be in delivering excellent support services to our students.

More information

Please contact the team via email cse@leedsbeckett.ac.uk or call 0113 812 9302.



"There is no doubting the cogent, determined and strong commitment shown at Leeds Beckett University in relation to putting the student at the heart of everything they did."

**Mick Lynch, Senior Assessor
(Centre for Assessment).**