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CASE STUDY: ROSSENDALES LIMITED

Customer Service Excellence is a framework that supports organisations to improve customer service – Rossendales Limited used the standard to ensure their operations and procedures best met their customer expectations.

Rossendales Ltd, Founded in 1972, Rossendales provide the complete corporate debt solution for Bailiff, Debt Collection, High Court Enforcement and Training Services to over 460 public sector clients including local and Central government and leading private sector blue chip clients.

The delivery of high quality services are underpinned by ISO 27001, 9001, 14001 and OHAS 18001 standards. Rossendales has also achieved the Silver Standard in Investors in People and is a Registered Training Organisation (RTO).

Introduction

Rossendales first looked at the Customer Services Excellence (CSE) standard in 2012 and the framework was developed by a core team of staff, managers and directors representing every department within the business.

Rossendales looked at all of the accreditations available and felt that the CSE standard best supported their keys aims and objectives and mirrored their own expectations of how customer service should be delivered.

"In the current economic climate we appreciate the need to distinguish ourselves from our competitors with the quality of our service. We wanted to work smarter, with the resources we have, to achieve our business goals. We chose this standard as it is valued by many of our clients as the standard is approved by the Government and we contract extensively with both Local Authorities and Central Government Departments".

What did they want to achieve?

Their aim was to focus in particular on delivery, timeliness, information, professionalism and staff attitude. Developing customer insight, understanding the user's experience and robust measurement of service satisfaction were all areas they were looking to improve.

“Our clients, both present and future, will now contract with us in the safe and secure knowledge that, with regard to Customer Service, what is important to them is as important to Rossendales and we have the evidence to prove it”.

Sharon Turner
Quality Manager



Speaking to Sharon Turner, Rossendales Ltd Quality Manager, we asked, how did you get started with Centre for Assessment?

Firstly, we held monthly meetings with a member of each department of the business, where we discussed at length the criterion and how we felt we met this. The meetings proved extremely beneficial and allowed us to share some good practice across the organisation.

Since working with the Standard, what tangible outcomes and benefits has your organisation seen?

The transition to a customer focussed culture was challenging and whilst we were already a significant way down this particular path, at its core is a business model based on a detailed understanding of our customers. In building such a culture we are now able to look carefully at how our operations and procedures can best meet customer needs and expectations. We are now able to take our well established service offerings to the next level.

Will Rossendales Ltd continue with Customer Service Excellence?

We plan to develop the standard and directly align it with our business plan in order to achieve our aims and objectives. We were particularly pleased that, “due to our exceptional customer service excellence”, we were recommended to receive ‘Compliance Plus’ status. This was in recognition of our achievements in a number of different areas and it will now be our intention to focus on other areas where we can make similar improvements.

Overall how would you describe your journey to achieving the Standard?

Our journey to accreditation has been particularly useful in helping us focus our activities in key areas, whilst at the same time challenging the status quo as it is all too easy to become complacent when you are enjoying a high degree of success.

Our clients both present and future will now contract with us in the safe and secure knowledge that, with regard to Customer Service, what is important to them is as important to Rossendales and we have the evidence to prove it.

If you would like to know more about Customer Service Excellence, contact the team on 01925 256650 or email enquiries@centreforassessment.co.uk



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