



Customer First UK
Limited

Case Study



JHP Training

'Customer First Recognition has opened up contracting opportunities'

Organisation Name:

JHP Training (York, Grimsby, Hull, Sheffield & Leeds Offices)

Customer First Status:

Achieved compliance against the Framework, on first assessment (March 2005)

Business Support Services:

- Established in 1983
- Delivering impartial information, advice and guidance to learners and their employers related to their training and development in the following categories: Work based learning (Apprenticeships, NVQ), Job Centre Plus, Entry to Employment, Young Mums To Be

Objectives for working towards the Framework:

- Improve customer service standards
- Explore and implement a more pragmatic approach to customer partnerships
- Raise the profile of our organisation throughout the Yorkshire and the Humber Region and ensure consistency of service throughout the region

Benefits of the Assessment Process:

- Supported a review of management systems and processes and identified areas of improvement
- Involved staff at all levels and ensured that everyone took ownership of their part of the customer process

Making A Difference:

- The delivery of a consistently high level of service
- From a purely commercial perspective, Customer First recognition has opened up further regional contracting opportunities to JHP Training's advantage

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Customer First Recognition has opened up contracting opportunities

by Andrew Wallace, National Quality Manager, JHP Training

Providing an excellent level of service to our customers has always been JHP Training's priority and achieving the Customer First Framework on first assessment demonstrates this. More significantly, it demonstrates to our customers that we are a leader in customer service delivery.

From a purely commercial perspective, Customer First recognition has opened up further regional contracting opportunities to JHP Training's advantage.

The Customer First Framework was initially presented to our organisation as a contractual requirement for a specific contract. Part of the internal tendering process involved a study of the value that this accreditation would bring to our organisation over and above this contract. JHP Training already held a suite of quality standards including ISO 9001:2000, SQMS, Investor in People and more recently Matrix, so it was imperative that the Customer First Framework brought more to the company than a certificate. The review of our management systems and processes against the Framework Standards highlighted areas where we could improve and the Framework complemented our existing systems rather than creating an additional layer of bureaucracy.

Within our Learning and Skills Council region, multiple centres were involved in the accreditation process. Adopting the Framework led to closer working relationships within those centres and as a result of this process, they embedded good practice in customer service delivery.

Organisations rely on the relationships and partnerships they develop to survive. Building first class partnerships can be the difference between an organisation surviving and succeeding. The Framework has encouraged the building of partnerships as well as differentiating our organisation in the marketplace; this has to be the primary reason why JHP Training would recommend the Customer First Framework to other business support organisations.

The main impact of the Framework on our organisation has to be the delivery of a consistently high level of service. Our customers are confident that they will receive a high quality service and can engage with staff members who culturally embrace the concept of customer service.