



Customer First UK
Limited

CASE STUDY

mutual**matters**



“Our Customers now know that we put them first and that they are our priority”

Who are you?

Skipton Building Society

Whats your status?

Skipton Building Society achieved Customer First in March 2006

Why go for Customer First?

- We wanted to achieve an external benchmark that reflected our core values and our corporate strategy that focuses on being financially strong, a great place to work and having ‘customers that love us’
- We recognised Customer First as an approach to demonstrate to the Financial Services Authority that we are ‘Treating Customers Fairly’

What were the benefits of the assessment?

- Focused our organisation on improving processes to ensure consistent service delivery
- We all pulled together and through our hard work, strengthened our customer focused corporate culture

What improvements followed?

- Achieving Customer First supported the differentiation of our brand in the marketplace by sending out strong messages to our customers that they are at the heart of what we do
- We have used customer feedback to continually improve our customer service delivery

Contact

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Photo: Team-building for new staff members and inset: Chris Worts, Skipton Building Society

Skipton Building Society leads the way in 'Putting the Customer First'[®]

Skipton Building Society has achieved the Customer First Standard making it the first UK-wide financial services organisation to receive the accreditation. Richard Twigg, Chairman of Skipton's Operational Board, said: "This is a fantastic accolade, and an excellent external verification of the hard work carried out by everyone during the last two years. Our customers will now know that as an organisation we put them first and that they are our priority."

Skipton Building Society, founded in 1853, is a mutual building society whose core products are mortgages, savings and investments, and insurance. The organisation committed to Customer First in order to gain recognition for the quality service it provides. Chris Worts, Head of Human Resources and Learning & Development added: "Achieving Customer First gave us a greater understanding of the input of all business areas to providing good customer service. We all need to be pulling in the same direction to ensure that everyone is treated in a consistently positive manner."

Assessors from Customer First UK visited the Society's Principal Office and several branches in February 2006 and their report concluded that the organisation was fully compliant against all 32 Statements of the Customer First Standard. The organisation was found to place great emphasis on maintaining dialogue with customers and listening to customer-facing staff who experience first hand what the customer feels about the Society. The Society's mutual status provides further opportunities to support local communities through sponsorship, fundraising and staff volunteering.

Customer First Chief Executive Keith Ramsay said: "Skipton Building Society has shown just how effective the Customer First Standard can be when applied to commercial professional services organisations. This builds on the positive results of the Customer First / ICAEW pilot with a small number of accountancy firms in London and Yorkshire, and points the way to further take-up of the Customer First Standard by the corporate services sector."