



## Customer Service & Standards Development

A chain of Tyre & Exhaust centres was looking to improve its level of customer service, increase sales and develop the skills of its Centre Managers and Supervisors to sustain the new levels of expectation. So we began with the Managers and Supervisors, exploring with them the national standards for their levels of management, alongside the national standards for Customer service.

We identified those that were relevant to their environment and expectations, and we put them in a language that meant something to them internally. We also added our own expression of standards where gaps were noticed, and these were referred to the Board and approved before being adopted throughout.

The management and staff were then equipped with the knowledge and skills to meet all the standards. Sales were increased whilst time on the telephone for each call was reduced dramatically. And because the management team developed their own standards, they were committed to ensuring they were achieved whilst nurturing and maintaining a team spirit and ethos.