



**client story**

# Faster, cheaper, better

Inspiring customer relations at Northern

By Lance





## The challenge

Pete Myers, Head of Service Quality, really wanted his customer relations team to make a difference for Northern and Northern customers. His aim was to drastically reduce the amount of 'repeat letters' needed to solve a customer query; he wanted it right first time!



## Solution

- **let's understand you:** we spent time really finding out what it's like to be a member of the customer relations team and what it's like being a Northern customer
- **a tailored approach:** we designed and delivered a tailored programme for all team leaders and team members that:
  - helped each team member work out the part they play in achieving the department's vision
  - offered clear feedback to each team leader and taught them how to give effective feedback to each other and to their team members
  - really went to town developing everyone's ability to find the best way to communicate with their customers so that they keep on coming back to travel with Northern
- **just for you:** we gave additional and targeted coaching support to those that needed a bit extra to be able to consistently apply what they'd learned



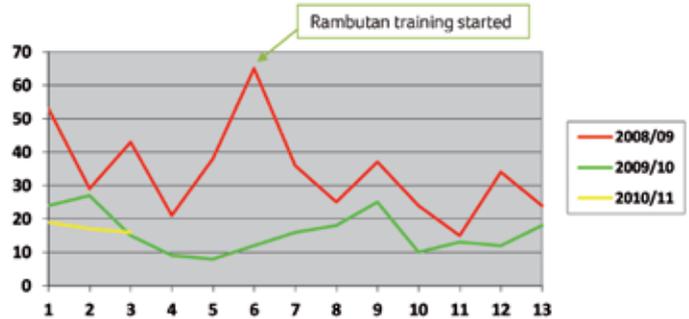
## Result

The customer relations team is now at the heart of Northern. Team members resolve customer complaint; advise, help and liaise with operations when things don't go to plan; and always strive to 'exceed customer expectations'. As for their results, well they speak for themselves:

- within the first eighteen months over £78,000 in savings to the business
- a massive 53% improvement in getting it right first time
- first time resolution targets continue to be smashed!
- a massive reduction in customers appealing decisions
- external recognition, with Passenger Focus considering Northern to be leading the industry in terms of customer relations

For those who just love graphs have a look at this!

Actual number of second letter complaints over each 4-weekly time period



## Want to know more?

So, if your business is also serious about the customer experience or if you have a burning passion like Pete, please give David, Lance or Sarah a call on 01858 461071 as they really love to chat about this stuff!

## Testimonial

"We'd been getting a high level of repeat letters because we hadn't been dealing effectively with the customers' complaints first time. I was given the goal of getting our customer satisfaction up and these repeat letters down. Having spent time with the Rambutan bunch, my team did just this - from the very first month since the workshop they went down into single figures and have stayed there!"

- Karen Toon, Head of Customer Relations