

Excellence in Service Delivery

Good Morning

Welcome to the Institute of Directors

- David Brewer, Director Network Development and Delivery, HA
- Simon Fowler, Partnership Registrar, John Lewis Partnership
- Beverly Waugh, Programme Manager, Connect Plus
- Andy Jamieson, Managing Director, Aone+
- Simon Duke, HA

A Model of Engagement

Andy Firth

Senior Consultant, Roffey Park Institute
Programme Manager, Roads Academy

What do we want?

The customer experience is...

- Subjective
- Emotionally-led
- Often only partially informed
- Based on assumptions
- About getting own needs met

“Yes, I *do* own the road”

(Bumper sticker)

“I am one of those people who is happy to wear silk but not know how it works”

(Edmund Blackadder)

- W Edwards Deming
- 'Out of the Crisis'
- Estimated that only 6% of problems are attributable to 'special causes'
- Ergo, 94% belong to the system
- Target these areas for improvement

“If you want to improve your own
sex life, first try improving
someone else’s”

(Cyril Gates)

Customers are seeking

- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

(from SERVQUAL by PBZ)

Moments of Truth

- Booking a ticket
- Checking in
- Boarding
- Being served food and drink
- Disembarking
- Picking up bags

(Jan Carlzon)

Service Standards (+1%)

- Banish the bland
- Excel with grace
- Mesmerise with anticipation
- Be a star
- Be a friend
- Melt away problems
- Charm with care

(Chris Daffy)

So...

**What are the Moments of Truth for users
of the SRN, both drivers and
passengers?**

How could they always be positive?

The second question Graham Dalton asked
me:

‘What do you think of our matrix signs?’