



CUSTOMER SERVICE EXCELLENCE

The Government wants public services for all that are efficient, effective, excellent, equitable and empowering – with the citizen always and everywhere at the heart of public service provision.

With this in mind CSE (Customer Service Excellence) was developed to offer public services a practical tool for driving customer-focused change within their organisation.

In December 2011 DVA (Driver & Vehicle Agency) applied for, and gained, the Cabinet Office CSE award. This measured the Agency, against set criteria, in terms of the Customer Service which we provide. The criteria is divided into five main areas, and sub-divided into fifty-seven more detailed areas. The five main criteria are described below, with tables showing how DVA performed against the fifty-seven sub-criteria.

- ‘C’ stands for ‘Compliant’ – meaning that we have met the criteria.
- ‘C+’ stands for ‘Compliance Plus’ – meaning that our performance was above the criteria i.e. ‘Best Practice’.
- ‘P’ stands for ‘Partial’ – meaning that we have partly met the criteria.
- ‘Non’ means that the criteria was not met – DVA was not given this rating for any of the criteria.

1. Customer Insight.

This criterion focuses on the importance of developing an in-depth understanding of customers. This includes consulting customers and using the information received to design and provide services. It also covers the importance of monitoring the outcomes of services and whether customers are satisfied with them.

		1	2	3	4	5
1	1	C	C+	C		
	2	P	C	C		
	3	C	C	C	C	C+

Compliance Plus: 2
 Compliant: 8
 Partial: 1
 Non: -

2. The Culture of the Organisation.

The transition to a customer-focused culture can be challenging but at its core is a business model based on a detailed understanding of customers. In building a customer-focused culture, organisations look at how those who work within the organisation demonstrate the necessary values and understanding as well as how the operations and procedures meet customer needs and expectations.

		1	2	3	4	5	6
2	1	C	C	C	C	C	C
	2	C	C+	C	P	C	

Compliance Plus: 1
 Compliant: 9
 Partial: 1
 Non: -

3. Information and Access.

Information is vital to customers. They particularly value accurate and detailed information, and this criterion aims to make sure that we have this in

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mind in everything we do. As a result, we need to focus on making sure that we consider this as part of an effective communication plan for consulting and involving customers, rather than seeing communications as a one-off exercise.

		1	2	3	4
3	1	C	C		
	2	C+	C	C+	C
	3	C	C+	C	
	4	C+	C	C	

Compliance Plus: 4
 Compliant: 8
 Partial: -
 Non: -

4. Delivery.

A vital part of any organisation is how successfully it achieves its main business aims. This is, of course, also very important to the customers of those organisations. As a result this criterion relates to how we carry out our main business, the outcomes for the customer, and how we manage any problems that arise.

		1	2	3	4	5	6
4	1	C	C	C			
	2	C	C	C	P		
	3	C	C	C	P	C	C

Compliance Plus: -
 Compliant: 11
 Partial: 2
 Non: -

5. Timeliness and Quality of Service.

This criterion looks in more detail at the standards we have relating to how we carry out our main business. It draws heavily on what public service users have identified as the most important factors in excellent customer service. Separating customer service standards from the main business standards makes the requirements for setting and monitoring standards in these areas much more important and visible. This plays a major part in developing the customer-focused culture discussed in Criterion 2.

		1	2	3	4	5
5	1	C	C			
	2	C	C	C	C	C
	3	C	P	C		

Compliance Plus: -
 Compliant: 9
 Partial: 1
 Non: -

TOTALS	
Compliance Plus	7
Compliant	45
Partial	5
Non	-