CUSTOMER SERVICE EXCELLENCE

ROAD MAP TO CERTIFICATION AND BEYOND WITH SGS

SGS ACADEMY

TRANSFORMING PEOPLE AND BUSINESSES



INITIAL CONTACT

Discuss your plans for building a truly customer-centric

environment in your business with our SGS Customer Service Excellence experts. Our experts are there to guide you on your options and explain the next steps in achieving your goal.



AWARENESS

departments or services. Once you have decided which areas of the business you would like to certify, our experts can help you design the most effective plan to meet your targets within your preferred timescale. **PLANNING**



RAISE AWARENESS

SGS Academy is on hand to raise awareness of your Customer Service Excellence strategy and to provide your people with a comprehensive understanding of customer service standards, and the benefits they can bring to your business. Visit SGS Academy Customer Service Excellence Awareness to view the courses available or to book a session.

AGREE PROPOSAL

Based on your specific requirements for certification and business enhancement, SGS will provide a unique proposal for your organization's initial certification cycle.



EMPOWER YOUR CHAMPIONS

SGS Academy offer internal assessor training, to provide your teams with the tools and techniques required to effectively assess your services against the criteria of the standard, and understand the principles of evidence review and verification. If delivered on-site, the course will include a 'live audit' of your organization in line with Customer Service Excellence. Visit SGS Academy **SELF-ASSESSMENT** Assessor to see the course details or to book.

SELF-ASSESS YOUR BUSINESS

Gather your Customer Service Excellence champions and use the SGS tools to self-assess your departments and services against the criteria of the Customer Service Excellence standard. Our assessors will review your findings as the first step to achieving certification.



PRE-ASSESSMENT OR GAP ANALYSIS

Consider SGS for this optional service prior to the mandatory stage one document review. It will be tailored to your needs and is typically a one-day you information and feedback on how you are progressing as well as identifying suitable levels of evidence. It will help you to identify current practices and how they match with the Customer Service Excellence criteria.

ASSESSMENT



on-site visit. The pre-assessment is designed to give

STAGE ONE – DOCUMENT REVIEW

The first stage of the assessment is a document review of the application pack as prepared by you. This enables your assessor to gain an understanding of how the organization is meeting the requirements of Customer Service Excellence. A report will be provided detailing any areas of weakness that will be the focus of the on-site assessment. An itinerary for your on-site assessment will also be supplied.



STAGE TWO – SITE ASSESSMENT

The final stage of initial certification is an on-site assessment. The aim of this part of the assessment is to obtain objective evidence that you are meeting the requirements of the Customer Service Excellence standard. Our assessors review your documents and interview staff, customers, partner organizations and senior management. This assessment closes with a meeting where the assessor summarizes the findings and states if your organization is being recommended for the Customer Service Excellence hallmark.

INITIAL CERTIFICATION COMPLETED

national media completely free of charge.





CERTIFICATION

CUSTOMER JOURNEY MAPPING

Several of the key customer journeys through your organization should be defined. These journeys should be briefly described including the starting point, and if relevant the end point of the journey, and a summary of points of interaction in between. This is just to give your assessor an insight in to the key journeys of your customers at your next annual review. You can either use our helpful tips "Building on your Customer Service Excellence Success - Preparing for the Annual Review", or discuss how best to ascertain the journeys with your SGS Academy tutor who can run a Customer Journey Workshop to further develop your people.

YEAR ONE

YEAR TWO

YEAR THREE



ANNUAL REVIEW – ONE

Our assessor will select a number of customer journeys for the assessment, notifying you prior to the visit which ones have been chosen. The assessor will then work through the journey, either talking to customers who are already on the journey, speaking with your staff or reviewing records, for example those held on a CRM system or equivalent. The actual approach will depend greatly on the context of your services and the journey itself.



ANNUAL REVIEW – TWO

Another selection of journeys and services will be assessed and reported on. By this point our customers are well versed in the requirements of the standard, and have continuously improved their services throughout their journey. SGS is always on hand outside of the assessment cycle though, if there is ever anything you need.

RECERTIFICATION AND BEYOND

SGS operates a system of continuous certification. As part of this programme we conduct a recertification visit, which is more in-depth than the annual review, and will ensure that we have covered all elements of the standard since the initial assessment three years prior. This assessment acts as the first visit of your next certification cycle.



CONTINUAL IMPROVEMENT

The benefits and improvement potential of the Customer Service Excellence standard in your organization never end. The standard prompts you to continually set challenging targets in relation to customer-focused service delivery, at the same time as implementing processes to identify areas and methods for improvement. The focus of the standard is to embed Customer Service Excellence in to the culture of your organization, by using the criteria at the heart of your day to day activity. The Customer Service Excellence standard will remain a valuable asset to your business for years to come. SGS and SGS Academy will act as your strategic partners, supporting you every step of the way to help your organization excel.