

CUSTOMER SERVICE EXCELLENCE

Customer Service Excellence is the Government's new standard for customer focus in public services. Launched in March 2008, it provides a practical tool for service improvement that supports the wider public service reform agenda.

The fundamentals of good customer service underpin the content of new standard, but in addition CSE tests in greater depth those areas that customers have indicated are a priority for them, with particular focus on delivery, timeliness, information, professionalism and staff attitude. There is greater emphasis on developing customer insight, understanding the user's experience and robust measurement of service satisfaction. The importance of leadership and service culture are recognised and form an important element of the new criteria.

The Standard works on three different levels:

- **As a driver of continuous improvement.** Services can benchmark their own capability using the free self assessment tool available from the CSE website, identifying strengths, gaps and techniques for improvement.
- **As a skills development tool.** Individuals and teams within the organisation can explore and acquire new skills in the area of customer focus and customer engagement, thus building their capacity for delivering improved services;
- **As an independent validation of achievement.** Organisations may seek formal accreditation to the Customer Service Excellence standard, demonstrating their competence, identifying key areas for improvement and celebrating their success.

For more information visit the CSE website at www.cse.cabinetoffice.gov.uk or speak to the Policy Projects Team on 020 7276 1720