



Customer Service Strategies

Delighting for success

Developing a customer service **strategy** is the first step in ensuring that your company has a **service focus** that delights the customer and delivers its **brand values**. It requires a clear definition of the strategy that is led from the top and owned by everyone. In addition, it also ensures that the customer is at the heart of the company's **purpose** and leads to increased **profitability**.

At North Star we have the **experience** of planning, defining and delivering extensive change in companies to ensure that the delivery of a customer service ethos **rewards** stakeholders and customers alike. Our team has worked in **world class**, award winning service orientated organisations and has delivered change successfully.

Our approach will deliver **service excellence** and provide first class delivery to customers:

- Visioning:** Ensuring that the service vision and mission are clearly defined, understood and aligned with the brand values and the needs of the customers.
- Review:** Examining current practices, identifying what is aligned with the strategy and what may need refining.
- Plan and Manage:** Ensuring that every facet of the service strategy is translated into a plan that can be delivered and key risks are identified and controlled.
- Implementation:** Realising the vision by turning plans into reality by communicating the stages and delivering the training and support for employees to enable them to realise their potential.
- Measurement:** Being assured that the vision is now a reality and that the improvement is being realised through enhanced results and customer satisfaction.

Interested in the **complete** approach to Customer Service Strategy?

Contact North Star on enquiries@northstarconsultancy.com or call Gerry Kirk or Richard Brown for a consultation on +44 (0) 20 7692 0936