

Customer Empathy Audit and Strategic Follow-up



Harding and Yorke carried out an Empathy Audit of the Carillion National Support Centre in order to benchmark the customer facing behaviours of front-line staff. This benchmark became the catalyst for developing a new and wide ranging strategy to significantly improve the service being delivered. Mowlem didn't just want to deliver on the customer's expectations . . . they wanted to impress them!

The Best of Both Worlds

We worked alongside the Carillion team, combining their knowledge of the business, its brand and its values with our understanding of how to develop individuals to consistently deliver an excellent service to every customer.

➤ What we did:

- An Empathy Audit to assess the customers' experience and benchmark against competitors
- Worked with Managers, HR and Training to review and improve their existing processes and practices
- Challenged, encouraged and inspired the team to aim high and not accept second best
- Designed and delivered a Team Leader coaching/buy-in workshop
 - Skills and behaviours required for excellent call handling
 - How to help individuals develop those skills and behaviours
 - How to coach individuals to consistently improve their skills
- Repeat of Empathy Audit to gauge effectiveness of new strategy

➤ The result

Enthusiasm and commitment from staff, at every level, to implement a programme that delivered sustainable and continuous improvements in service to their customers. The Carillion Team have experienced a restructure over the past six months and were concerned that this may have affected the customer experience. However, the recently published Empathy Audit results show an improvement on the last Audit, despite the changes to the business.

➤ Quote

"Overall we are more than happy with the support from H&Y, their packages, their strategies and their approach has been excellent, and the only feedback we can give them is great, we are looking forward to working with them again".