

Strictly Private and Confidential



London Excellence Awards 2007

Customer Focus Award Submission Document

Name of Organisation

Date

Part I: Details of the organisation applying for this award

Please provide details of your organisation. Please be clear as to whether it is the entire organisation or a department, division or project within it. All details provided should apply to the unit / project applying for the award if this is not the entire organisation.

Full name of department, division, project or organisation applying for this award:					
Postal address:				Postcode:	
Web site (if available):					
Contact name:					
Title:					
Telephone number:					
e-mail address:					
What your organisation does:					
Sector:	Private		Public		Not-for-profit
Number of employees:			Number of sites:		

If you are applying as a division, unit, or project within a larger organisation, please confirm:

The approximate number of employees in the entire organisation:

Are your staff accountable to, and managed through, the department, division or project head? Yes No

Is your management structure clearly definable / separate from the main organisation? Yes No

Are your management systems clearly definable and managed within the department, division or project? Yes No

Do you operate your own budget / management accounting systems? Yes No

Do you identify and set independent key performance results? Yes No

Technical enquiries about completion of this form should be directed to: Rose Viggiani on 020 8405 5064 or 07973 871951

Please return this form by email attachment to: awards@london-excellence.org.uk

Part I contd: Details of the organisation, department, division or project applying for this award

Guidance Notes: This part of your submission is for background information only. It is not assessed but is essential for the assessor to understand and interpret your submission.

Please attach an organisation chart for your organisation:

Part I contd: Details of the organisation, department, division or project applying for this award

Guidance Notes: This part of your submission is for background information only. It is not assessed but is essential for the assessor to understand and interpret your submission.

Please provide an overview of your organisation, department, division or project in no more than one page.

Please include some background to your organisation including information regarding your purpose, products and services provided etc.

Please note that from now on the term 'organisation' is used throughout the document and refers to the organisation, department, division or project applying for this award

Part II: The Proforma

Guidance on completion of this Proforma.

This proforma constitutes your submission for the Award. It requires you to provide evidence against **six criteria**.

Customer Focus: An organisation that is creating sustainable customer value

CF1 Leaders reinforce a customer focused culture

CF2 Your organisation's strategies and plans take account of customer needs and expectations

CF3 People have the skills and knowledge to delight customers

CF4 Partnerships and resources are used to add customer value

CF5 Products, services and ways of working meet or exceed customers' expectations

CF6 Measures of performance clearly demonstrate that the organisation is delivering sustainable customer value

Evidence of how you meet each criteria must be given in no more than two pages using Tahoma font 11. ***No attachments are allowed.*** When describing how you meet the criteria, please consider whether the activities and evidence you are listing is:

Relevant: Does it describe how you address the criterion? Is the evidence relevant to the criterion?

Robust: Does the evidence show that the activities described actually and consistently happen in practice throughout your organisation or as appropriate to its needs? Can you demonstrate that you review and improve what you do?

Sufficient: Does the evidence cover all areas of activity within the scope of the criterion? Is the evidence sufficient in breadth and depth?

Assessors will use these three requirements to assess your submission.

The Assessment Process

Following the completion of this assessment of the pro-forma, it will be submitted to a team of trained assessors who will assess it against the three requirements outlined above. ***The top three applicants – the finalists in this category - will be invited to make a 20 minute presentation to a Judging Panel.*** All finalists will be presented with a certificate and the Winner in each category will be announced and presented with their award at the London Excellence Awards ceremony and gala dinner.

Customer Focus: An organisation that is creating sustainable customer value

CF1 Leaders reinforce a customer focused culture

Guidance:

How do Leaders develop and role model values that place the customer first? Please give examples.

How do Leaders interact with customers in order to understand and respond to their current and future needs and expectations?

Evidence

What else do Leaders do to reinforce a customer focused culture?

Customer Focus: An organisation that is creating sustainable customer value

CF2 Your organisation's strategies and plans take account of customer needs and expectations

Guidance

What information do you gather in order to understand customers' current and future needs and expectations?

How are the customers' perceptions of the organisation measured? For example through surveys, focus groups, vendor ratings, compliments and complaints.

How do you ensure that you do not discriminate against individuals or groups of customers?
Please give examples of any such issues identified and how they were addressed.

Evidence

<p>Who do you compare your performance with? How do you do it?</p> <p>Why these organisations? Do they include competitors and 'best in class' organisations?</p>	
<p>Please describe how you develop business / service plans and strategies. How do you use the information described above?</p>	
<p>How are strategies and plans communicated and cascaded?</p>	

Customer Focus: An organisation that is creating sustainable customer value

CF3 People have the skills and knowledge to delight customers

Guidance

How do you define the knowledge and competencies required to meet customers' needs?

How do you review people's performance and capabilities?

How are development needs identified? Please give examples of training and development that has been provided and why. How did they improve the service provided to customers?

Evidence

<p>How are people encouraged to identify and implement improvements that will benefit customers? Please give examples.</p>	
<p>How are people empowered to meet customer needs? Please give examples.</p>	
<p>How is excellent customer service recognised and rewarded? Please give examples.</p>	

Customer Focus: An organisation that is creating sustainable customer value

CF4 Partnerships and resources are used to add customer value

Guidance

Please describe the organisations you work with that add most value to your customers. How do they add value?

How do you manage relationships with these organisations to maximise the value to your customers?

How do you manage finances in order to balance the needs of customers with those of other stakeholders eg the bank manager / shareholders / staff etc?

Evidence

<p>How do you identify and implement technologies that add value to customers? Please give examples.</p>	
<p>How do you manage information and knowledge to maximise customer value / service? Please give examples.</p>	
<p>How do you manage and maintain any other assets to ensure maximum customer value?</p>	

Customer Focus: An organisation that is creating sustainable customer value

CF5 Products, services and ways of working meet or exceed customers' expectations

Guidance

How are customers' needs and expectations taken into account when designing and developing new products and services? Please give examples.

Describe how you ensure that the organisation's ways of working are customer focused?

How are ways of working reviewed and improved to add customer value? Please give examples.

Evidence

<p>Please describe how you ensure that customers find it easy to contact you.</p>	
<p>How are customer comments and complaints proactively resolved? Please give examples.</p>	

Customer Focus: An organisation that is creating sustainable customer value

CF6 Measures of performance clearly demonstrate that the organisation is delivering sustainable customer value

Guidance

The factors that drive customer satisfaction are understood. What are they and how do you know?

How do you use measures of performance to monitor and manage these factors?

How do you analyse and report on your results?

Please present your results.

Describe the trends in your performance.

How do you identify, understand and communicate these trends?

Evidence

<p>What targets have been set? How did you decide on your targets? Are your targets consistently met or exceeded?</p>	
<p>What benchmarks have been identified? Why did you choose these benchmarks? How well do you perform against them?</p>	
<p>How do you know that you deliver consistent and sustainable customer value?</p>	