



Customer First UK
Limited

Case Study



Our work with Partner organisations and willingness to consider the needs of all our stakeholders, is underpinned by the adoption of the 'Putting the Customer First' Framework. It has given us enormous credibility, locally and nationally.

Organisation Name:

Tyneside Economic Development Company Ltd. (TEDCO)

Objectives for working towards the Framework:

- Create a customer-driven centre of business excellence
- Improve general service levels to customers
- Prepare the Team to meet the challenge of designing, developing and delivering a quite exceptional service which would be an integral part of the service offer at Quadrus, our new and futuristic facility for service sector firms

Benefits of the Assessment Process:

- The Framework made us evaluate all our activities and internal systems and helped us to identify the need for a new Management Information System to keep account of all client activity, plan their needs ahead of requirement and respond more quickly to queries
- Improved our evaluation schemes prompting us to ask clients how much more the company can do for them

Making A Difference:

- The process has had a beneficial impact on staff recruitment, helping to attract people who believe in customer service and enjoy being part of the review and improvement approach
- Customers appreciate the attention to detail and "joined-up" approach of the Customer Service team and TEDCO has a much clearer understanding of issues by regularly placing itself "in the customer's shoes."

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Customer First Principles Support Foundations of New Hi-Tech Business Centre

Embarking on the journey of working towards achieving the Customer First Framework prepared the TEDCO Team to meet the challenge of designing, developing and delivering an exceptional service facility. The Customer First Framework is culturally an integral part of the service offer at The Quadrus Centre and embedded in the Quadrus Promise to its members. The Promise is based around the four core principles which represent TEDCO's vision of the future shape of business:

The Place: The Centre is easily accessible to businesses in the North East Region and acts as a gateway to South Tyneside. The building design incorporates a large communal café which acts as a constant 'hub' for casual meetings, events and networking.

The Service: TEDCO has processes in place to identify customer groups and their needs and used the feedback from 40 firms to inform the Centre's service development. Services have been designed to support a range of facility requirements including permanent office space, hot desks and a virtual business service.

The Community: The environment has been designed to encourage the sharing of good practice between business customers. The selection process seeks to identify businesses that want to collaborate and encourage each other's success. TEDCO staff regularly support businesses to host a series of topical and inspiring events designed to stimulate businesses and encourage growth.

The Network: Business support services have been developed to support the development of partnerships with the local network. The facility has been designed to cultivate inter trading and collaboration with other partners ensuring that the local business community is effectively networked.

TEDCO achieved compliance against the Customer First Framework two months before the new Centre was launched. Over the past year this managed workspace has achieved 70% occupancy – proof that by effectively diagnosing needs and tailoring services accordingly, business support organisations can successfully achieve business targets.

Doug Scott, Chief Executive, reflected on the impact that the Framework has had and recognised that 'Our work with Partner organisations and willingness to consider the needs of all our stakeholders and customers, is underpinned by the adoption of the Putting the Customer First Framework. It has given us enormous credibility, locally and nationally.'