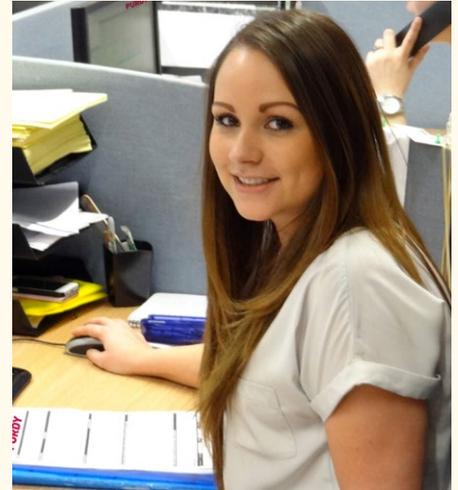


OUTSTANDING CUSTOMER SATISFACTION

WINNER 2014

The Purdy Journey



Purdy is a unique mechanical, electrical and property services company that has built its reputation on delivering outstanding customer service. Their innovative approach and commitment to partnering has enabled them to win and maintain a number of important frameworks and contracts.

Customer care is focused around key values and principles, including: understanding the needs and requirements of clients and residents and fulfilling expectations; robust planning and attention to detail; timely follow-up and resolution of mistakes or complaints; and learning from mistakes, monitoring trends and encouraging continuous improvement.

Purdy has extensive experience of working in a partnership approach. A co-location strategy for Enfield Homes – sharing access to systems, infrastructure and databases and open book accountability, alongside a £20,000 investment in IT integration has achieved savings of around £120,000 a year and a 29% increase in customer satisfaction over the previous contractor.

Over the past year, Purdy has invested in a new customer service process – including new staff, technology and training and is called the 'Purdy Journey'. Impact has been immediate, with an 8% increase in customer feedback and a 4% increase in resident satisfaction.

The customer service review began by mapping the customer journey in partnership with key stakeholders and external organisations – staff,

residents, clients, supply chain partners and the wider community. Questionnaires to assess improvement opportunities are reviewed by an external consultant who evaluates results, interviews staff, residents and clients and conducts 'mystery shopping' to audit the team. These are summarised in monthly reports.

A customer service steering group oversees the customer improvement plan. This includes managing a communication campaign, supporting training needs and developing documentation/literature. For instance, driving improvements using posters on site, which show performance and prizes for 'the best customer service improvement' idea.

Each customer is managed by a customer relationship manager, dedicated to customer service rather than operational issues – a new Purdy innovation. Bespoke service level agreements and service improvement plans are developed with customers on each contract.

Purdy directly employs and invests in its people and the communities it works with. The team benchmarks performance against those inside and outside of the industry and consistently performs well against these standards. As a testament to best practice, they have been asked by clients to develop training modules for their own staff and other contractors on their customer services approach.

Investment in 2013 has been recognised by all stakeholders as a positive enhancement to an already successful business approach.

Judges' comments

This privately owned SME has decided that a key part of their future is in delivering outstanding customer satisfaction. They have woven this into a service that recognises and understands their clients and their clients' customers' needs. Through effective training, including some 25% of their workforce being apprentices and recognising diversity needs, they are exceeding their clients' expectations. Their clients describe their commitment and true partnering as key elements of their approach. The judges particularly like Purdy's 'yes/no' to customer satisfaction – you are either happy or not!

PURDY

FINALISTS

- **Customer Services Hub, Civil Aviation Authority:**
Simon Bowden Architecture
- **Medmerry Managed Realignment:**
Team Van Oord
- **The Purdy Journey:**
Purdy Contracts Ltd
- **The Clarkson Alliance:**
The Clarkson Alliance Ltd