Sandwell team achieves industry first with top customer service standard

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Serco's environmental services team in Sandwell has been awarded Customer Service Excellence (CSE) accreditation - a national standard which assesses and recognises organisations with outstanding performance in customer service. Serco is believed to be the first and only company within the waste environmental services sector to achieve this important milestone.

Serco underwent a rigorous assessment process to demonstrate that it is working within the high standards required by CSE and places the customer, and the customer experience, at the heart of its service provision in Sandwell.

Assessors concluded that: “the Sandwell team were found to have a deep understanding of, and commitment to, Customer Service Excellence. This commitment was displayed from senior management through to operations and front line staff”.

Serco now aims for all its environmental services contracts to achieve CSE accreditation over the next three years. It will also use the CSE best practice framework and toolkit to support continuous improvement in Sandwell.

Robin Davies, Serco's Marketing & Business Development Director for Environmental Services, said: “We are delighted to achieve the Customer Services Excellence Standard which is a real endorsement of the hard work and effort put in by our local team day in, day out and their commitment to going the extra mile for the residents we serve.

"Serco’s environmental services business is truly unique in the way we place local residents at the heart of service design and delivery. This first accreditation represents an important milestone for us and we are confident that all of our waste contracts will achieve this standard over the next three years."

Serco's customer centered approach to environmental services sees the business survey over 15,000 local residents each and every year across its contracts. This feedback is used to support continuous improvement across frontline services.
A significant number of Serco's service payments in environmental services are directly linked to customer satisfaction which also helps put residents in the driving seat by giving them real power in helping focus the company's efforts on local issues and priorities. Over the past five years, Serco has worked to increase customer satisfaction to over >90% across its contract portfolio.

Also, across a number of contracts, Serco enlists local resident volunteers, known as Community Champions, to provide eyes and ears on the ground and report any problems. This enables Serco to tackle local environmental issues before they become a bigger problem.

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Notes to editors
1. The CSE framework is an in-depth and independent assessment of an organisation’s service delivery, professionalism, customer insight, and service satisfaction against demanding qualifying criteria. It aims to drive continuous improvement in relation to customer-focused delivery and customer engagement. For more information on the Customer Service Excellence accreditation visit www.customerserviceexcellence.uk.com/

2. Serco provides refuse collection, recycling and street cleaning services, as well as waste processing and disposal, to Sandwell Metropolitan Borough Council under a 25-year contract which started in November 2010.

3. Serco’s waste and environmental services business provides refuse and recycling, street cleansing, vehicle maintenance and landscapes services to UK local authorities. We also operate fully integrated waste and recycling contracts which include waste and recycling treatment, processing, recovery and disposal. The company works in long term partnership with 18 local authorities with many relationships spanning several decades and beyond. We pride ourselves in taking a more customer centred approach in the way we think and act and to bringing a residents perspective to the way we design and deliver services. With a £2.5bn forward contract order book and with over 5,000 colleagues it represents a very important part of the Serco group.

4. Serco has run its Community Champions programme since 2007 and have over 80 fully trained volunteers supporting the programme in Welwyn Hatfield, Charnwood, Bexley and Milton Keynes.
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