



Customer Service

Companies were invited to show their dedication to meeting customer requirements. The judges looked at how customer service activities enhanced client relationships and the impact that this had on the business

Finalists

D2 Printing
Garnett Dickinson Print
Howitt
Precision Printing

Winner

Precision Printing

Boasting a 14-strong account management team Precision can claim to have one of the largest customer service departments relative to its turnover in UK print. The firm puts its money where its mouth is, stating that its main investment isn't in machinery, but customer support.

Impressive customer research helped Precision to define a range of performance targets that were "clearly driven by the customers," said one judge. The firm's clear understanding that good customer service is about listening and then delivering was underscored by a strategy for measuring the performance of the customer service team.

Account management teams were monitored against 12 key performance indicators (KPIs) set out in the firm's customer service performance system, which was introduced in 2008. Those KPIs include turnaround time for estimates and job bookings along with a focus on getting to the bottom of any customer complaints including investigating the incident and taking follow up action.

