



Print Image Network Ltd

Customer Service Excellence:

Case Study

® *Creating a world class customer service with Customer Service Excellence Certification*

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Print Image Network Ltd is an award-winning electoral services provider based in North West England, servicing organisations within the public and private sector.

Best known for printing election stationery for local authorities, Print Image Network celebrates its 15th anniversary this year (2015).

In this time the company has diversified into other markets. In 2009 a new brand, UK Engage, was established to provide a comprehensive elections services solution to companies and organisations that hold internal democratic processes.

“The benefits of the CSE standard seemed to offer us exactly what we were trying to achieve.”



Print Image Network is based in Stockport, Cheshire

Why Customer Service Excellence?

Print Image Network officially began its journey to gain the CSE certification in 2012. Following the General Election of 2010, the organisation wanted to measure how satisfied customers were with the service, which was done via a satisfaction survey. The survey prompted further internal discussion around how customer service was addressed within the company.

“We wanted to measure how satisfied our customers were with our service, so we carried out a satisfaction survey.”

Having already gained Investors in People, ISO 9001 and ISO 27001 certifications, Print Image Network was looking for the right accreditation to continue its continuous improvement efforts in customer service.

The CSE award is independently assessed and awarded by the Cabinet Office and is a major part of the Government’s drive to modernise public services. With the majority of Print Image Network’s customers active in the public sector, alongside its close links to the Cabinet Office, the unique standard was particularly appropriate. In addition, the CSE standard is a unique assessment and improvement tool for organisations looking to progress in creating a customer-orientated culture, which suited Print Image Network’s requirements perfectly.

Implementing Change: Getting Started with the Framework

In preparing for the standard, Print Image Network was assisted by a dedicated CSE assessor. Through internal resource and support from staff, plus the guidance of the assessor, the formal assessment was completed and the CSE journey began from there.

Print Image Network had clear objectives in mind prior to starting the framework:

- Identify particular competencies and areas for improvement
- Reduce complaints and resolve issues efficiently
- Measure, report and communicate results
- Ensure customer satisfaction was consistently above 90%
- Encourage a customer-centric culture
- Improve commercial performance and plan future investment into customer satisfaction

Since working with the assessment centre, Print Image Network has found the interim assessments and full three-year reassessment great opportunities to evaluate progress and ensure that both CSE and ISO obligations are being met. During the recent reassessment, the staff contributed a great deal to the process. These days, in line with the company culture, it has become a company-wide exercise to prepare for the assessments as a team.

The assessor for Print Image Network commented on the willingness of employees to contribute to the process.

“Staff interviewed came across as being extremely contented and passionate in relation to working at Print Image Network.”

Outcomes and Benefits of CSE

Since working with the standard, Print Image Network has seen many tangible benefits:

- Customer complaints reduced by 5%
- 19% growth of customer base
- 94% KPI satisfaction level
- Profitability increased 110.7%

The three-year assessment also highlighted a number of key strengths such as staff attitude, customer insight, information and access, staff development and recognition of the internal customer.

The standard has had many positive effects on the organisation. It has challenged the company to put the customer at the heart of its operation. Thinking about the customer first has become an inherent part of the way the organisation works day to day, measuring feedback results to benchmark service alongside generally improving areas that need to be addressed.

“Print Image Network is the only electoral services provider to hold the standard.”

Working Towards the Future

As a standard holder for three years, Print Image Network is continuing to develop and improve; its goal is to achieve and maintain the standard in conjunction with its Investors in People accreditation.

As the organisation grows and explores new market sectors, the company extends this ‘good practice’ to new customers as well as valued, long-term customers. CSE is a logical approach to delivering customer service and Print Image Network fully intends to continue to factor it into the organisation’s strategic growth plans.