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The Customer Service Excellence Journey

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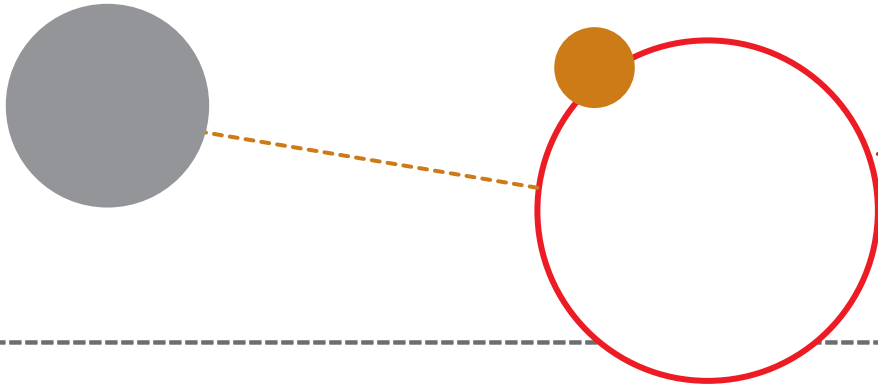
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Customer Service Excellence : a personal and institutional journey 2014 to 2023

**Julian Roland, Head of Library Service Delivery,
University of West London Library Services**



Format of Presentation

- Institutional Context -
University of West
London and UWL
Library Services
- Achieving and
Sustaining CSE – A
Personal and
Institutional Journey
- Questions?



The University of West London



Two Campuses and three sites in West London and Reading

- Ealing
- Brentford
- Reading

A diverse student community and a commitment to equality of opportunity and social inclusion

- 60% of our students are from Black and ethnic minority groups
- 60% of our students are female
- 51% of our students are from areas of multiple deprivation

Excellent teaching and a campus designed for student experience

- The University of the Year for Social Inclusion in the Daily Mail University Guide 2024
- Best University for Student Experience and Teaching Quality in the Times and Sunday Times Complete University Guide 2024
- 80% of our Research is rated as World Leading (4*) or Internationally Excellent (3*) in the Latest Research Excellence Framework.

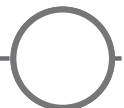
UWL Library Services



- Two new libraries – The Paul Hamlyn Library (2015) and BIH Library at Reading (2014).
- Library Support at Brentford
- 38 staff (33.9 fte) across three teams
- A department committed to customer focussed services
- Achieved Customer Services Excellence in 2017 and again in 2020 and 2023

Why did UWL Seek Customer Service Excellence?

- **A department and University committed to customer (student) focussed services**
- **To evaluate the investment made in our new libraries**
- **As a driver of continuous improvement.**
- **As a skills development tool.**
- **As an independent validation of achievement.**
- **To enable us to compare ourselves against other University Library Services**



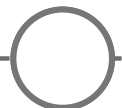
My CSE Journey

- September 2014. Job Description. *Take a strategic lead in adopting best practice for customer facing services (including helpdesk and enquiry services), developing effective unified service level standards and lead the future change project for the Library to ultimately obtain a Customer Service Excellence award*
- October 2014 Interview. *What would you say are the key building blocks that we might need to put in place in order for the Library to gain external customer service accreditations such as the Customer Service Excellence award?*
- November 2014-September 2015 Preparation for new Library. New staffing models, assisting with the design, organising the shelving layout, closing the Brentford library, organising the move.
- September 2015-2016. Bedding in of new service
- 2016-2017 Preparing for Customer Service Excellence

2016-2017 Preparing for CSE

- Choosing an Assessment Body and Assessor
- Setting up a Project Team
- Gathering evidence and self assessment
- Importance of a Pre-Assessment
- Planning the Assessment Day

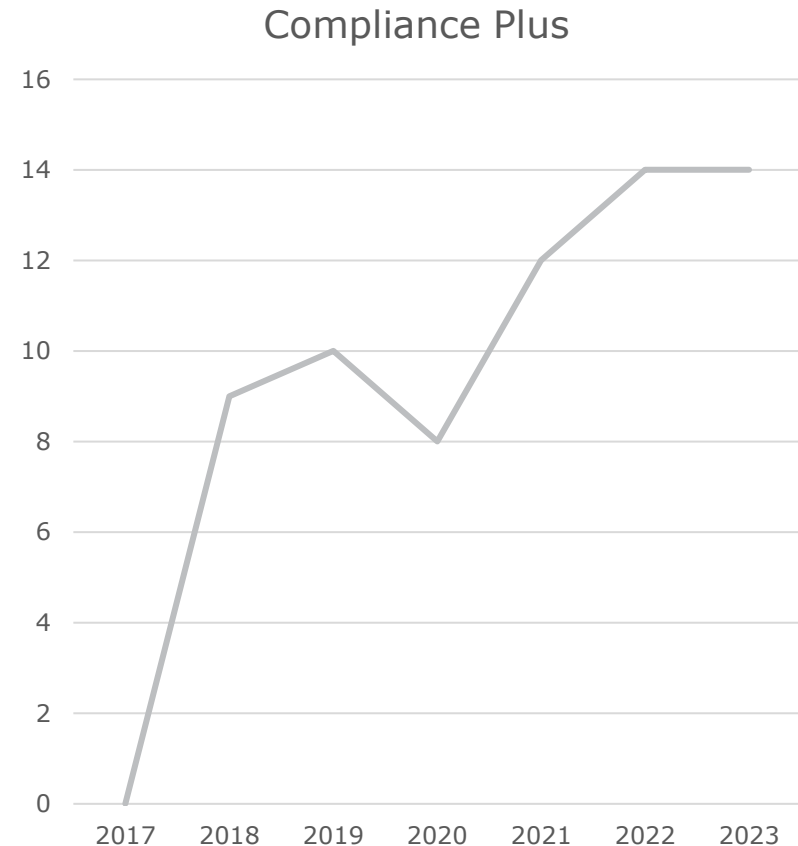
**CUSTOMER
SERVICE
EXCELLENCE[®]**



CSE at UWL – A Success Story

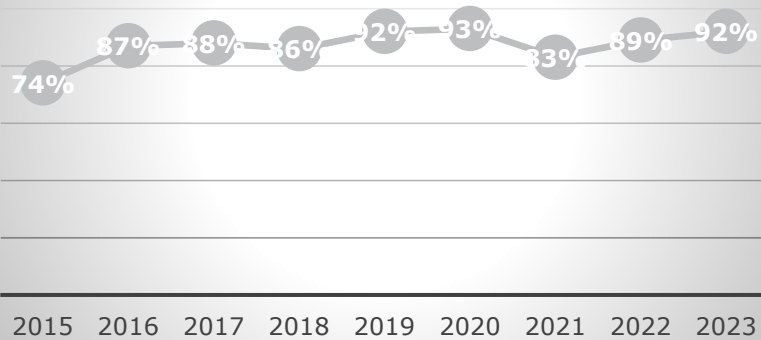
	2017	2018	2019	2020	2021	2022	2023
Compliance Plus	6	9	10	8	12	14	14
Compliance	45	47	47	49	45	43	43
Partial Compliances	6	1	0	0	0	0	0

- CSE accreditation in 2017, 2020 and 2023
- Over the period 2017-2023 we have acquired 23 Compliance Plusses over all five sections
- In three of the criterion we have been Compliance Plus in every year.

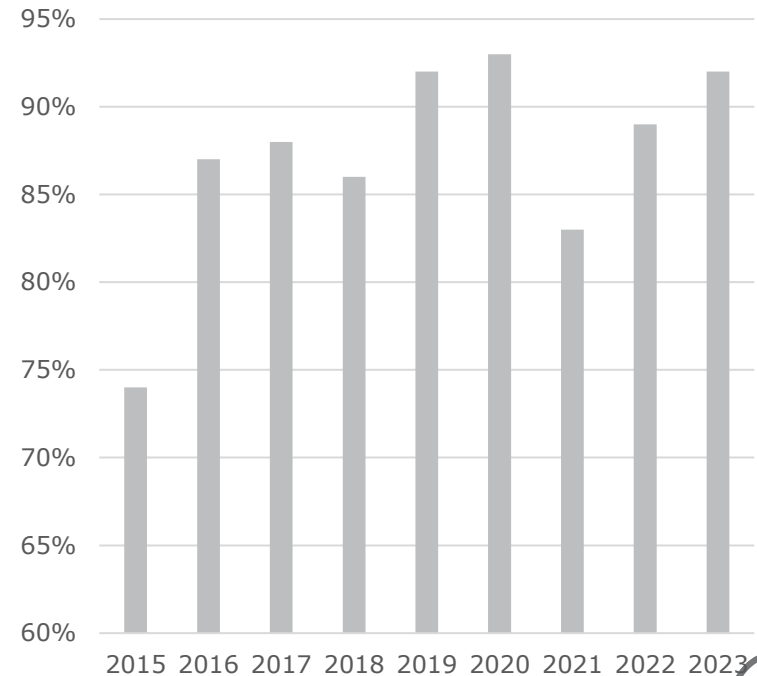


CSE at UWL – A Success Story

NSS Q19/Q20 2015-2023



NSS Q19/Q20 2015-2023



What are we doing?

- **The commitment from University leaders to student experience and to the Library Service.** *There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers (2.1.1)*
- **Full engagement of all library staff and staff across the university in supporting students, staff, researchers and partners, the Library Service and with the CSE process.** *We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrable benefits for our customers (3.4.1)*
- **In depth work with Planning Department to look at NSS quantitative and qualitative results per course and acting on these where they impact the library** We have developed customer insight about our customer groups to better understand their needs and preferences (1.1.2)

Key Areas of Strength 1

- The approaches that we take to understand our customer base (1.1.1)
- The approaches we take to support students with additional needs (1.1.3)
- That we involve staff in reviewing our policies and strategies (1.2.3)
- The strength of our website in setting out the services available to our students (4.2.1)

Key Areas of Strength 2

- Multiple channels of communication with students (3.2.1)
- Our Service Standards and KPIs are challenging and continuously reviewed (4.1.1)
- Sector leading work in areas such as Inclusive Reading Lists demonstrate that we both set and follow best practice and are happy to share our knowledge (4.2.4)

Maintaining Customer Service Excellence

- Important to reflect on both praise and suggestions for improvement and to take the latter as a positive thing.
- Focus on continuing improvement. No complacency!
- Next years assessment starts the day after the current assessment. Evidence gathering is a daily consideration
- Important to embed CSE in to everything that we do. Reflect on new projects and how CSE can be used to validate them.
- Plan each Assessment Day (including Years 2&3) to make best use of the time. What can you showcase? Fully brief those who the Assessor will see.

Personal Reflections on CSE

- The importance of your Assessor. Build a relationship with them.
- That CSE is a reflection of the work done across the service not just by frontline teams. Important that all staff feel involved each year.
- The value that colleagues across the University bring to supporting the library is reflected by CSE. Accreditation is recognition for the whole organisation not just the library.
- Something to be proud of and a cause for celebration. Do make the most of it!



Questions and comments?