

## **PRESS RELEASE**

**Issued 10<sup>th</sup> April 2006 for Immediate Use**

### **ONE ORGANISATION WILLING TO GO THE EXTRA MILE**

Who Cares Wins Feedback forms are being distributed to organisations throughout the Western Isles with the purpose of them providing the key to how organisations can improve their customers' experiences.

One business has already significantly impressed and shown its attention to the needs of the customer, so much so the customer who completed and returned the Who Cares Wins form, considered every aspect of her visit to be excellent. The lady in question commented on how if she needs anything they send it down on the bus to her in Harris, proving this is one organization prepared to go the extra mile!

The individual selected to receive a Who Cares Wins certificate which recognizes outstanding customer service at an individual level was Mr Gordon Morrison of Norman Morrison's Paint shop on Bayhead Street, Stornoway. Gordon was mentioned specifically on the Who Cares Wins Feedback form as it was he who displayed this exceptional level of customer care.

Neil McArthur, Chairperson of the Outer Hebrides Tourism Industry Association and a member of the Who Cares Wins steering group commented "This is the level of customer care we hope all organisations can aspire to. Customer expectations have not only been met, but exceeded! Gordon Morrison is to be congratulated; the service he has given is exactly what Who Cares Wins is all about."

Lisa Maclean, Project Co-ordinator added " Who Cares Wins aims not only to improve customer service, but will enable organisations to realise the benefits good practice can bring not only to their customers, but to their staff and organisation as a whole.

If you are wondering what your organisation should do, the answer is simple; say yes to Who Cares Wins. All we ask for is you to display the Who Cares Wins Feedback Forms and publication material, actively encourage your customers to complete the forms and then leave the rest to us.

The Who Cares Wins Team will collate all the data from the feedback forms and assess the information. The team will then speak to the organisation to develop an action plan for improvement. We will help you find solutions that work for you! Who Cares Wins will make sure you are appropriately supported through this. Your organisation will reap the benefits, in improved customer satisfaction and performance!

We are looking for Ambassadors of Excellence to contact us and we can tell you how you can get involved or are interested in learning more about Who Cares Wins. Please visit the website [www.whocareswins.org.uk](http://www.whocareswins.org.uk), Email: [info@whocareswins.org.uk](mailto:info@whocareswins.org.uk) Tel: 01851 703703

**NOTE TO NEWSDESK:**

For more information contact

**Norma Hogan, WIE**

**PH: 01851 707316**

**Email: [norma.hogan@hient.co.uk](mailto:norma.hogan@hient.co.uk)**

'Who Cares Wins' in the Outer Hebrides is a valuable business support programme funded by Western Isles Enterprise (WIE) and supported by Comhairle nan Eilean Siar (CnES) to encourage business excellence in customer service. The project aims to demonstrate to businesses the financial benefits of providing consistent high quality service.