



PRESS RELEASE

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Customer Service charter set to improve service standards in the Outer Hebrides

The Outer Hebrides are set to embark on an exciting project to develop a customer service charter with the help of customers and local business people.

Residents of the Outer Hebrides along with the many thousands of visitors to the area each year will be invited to fill out a small card and give their comments on what has made their visit to a shop, hotel, doctor's surgery, taxi, restaurant or any service experience memorable. They are also asked to make suggestions on what could be better.

Western Isles Enterprise (WIE), part of the Highlands and Islands Enterprise network, have teamed up with Comhairle nan Eilean Siar, Visit Scotland, Outer Hebrides Tourism Industry Association and the Outer Hebrides Chamber of Commerce to steer this initiative, with the aspiration of creating excellence in customer care and quality in the Outer Hebrides.

"Who Cares Wins" may be a pioneering project for the Outer Hebrides, but was first piloted in Skye and Lochalsh by Skye & Lochalsh Enterprise (SALE). It proved to be a huge success and provided a detailed insight into the customer experience. SALE introduced the project to the entire area and have used the charter to educate, develop and improve the standard of customer service in all business sectors. Three years later the project is still ongoing and developing, to ensure improvements continue.

The Bosville Hotel, Portree embraced the project and reaped the rewards, quite literally! The hotel was presented with the first ever Highland Tourism Award for Customer Care, recognising excellence in service, hospitality and customer care and a desire to exceed customer expectations. The Who Cares Wins project is pioneering in its aspiration as it is a customer service charter for an entire geographical area. It is normal for individual businesses or business sectors to undertake a project of this kind, but not an entire area.

Lorna Macaulay, Head of Skills Development, Western Isles Enterprise (WIE) said 'Customer Service is the most powerful business tool we have and businesses with a reputation for service excellence are likely to reap the financial rewards as a result. The exciting thing about Who Cares Wins is that all businesses have the ability to be part of it. To ensure its success I would encourage all businesses to become involved and encourage consumers to complete the cards whether their service experience was good, bad or indifferent.

“Who Cares Wins” in the Outer Hebrides will be launched at the beginning of the tourism season, providing the perfect opportunity to create a service culture which can be sustained, ensuring we exceed our customer and visitor expectations at every opportunity.

NOTE TO NEWSDESK:

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'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.