

PRESS RELEASE

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WHO CARES WINS LAUNCH EVENT

Who Cares Wins is a support project funded by Western Isles Enterprise and endorsed by Comhairle nan Eilean Siar to encourage and assist organisations throughout the Outer Hebrides, to raise customer service standards. In a nutshell, this programme aims to demonstrate to organisations from Sulisgeir to Barrahead the financial benefits of providing consistent high quality service. It will give scope to the residents of the Outer Hebrides and the many thousands of annual visitors to these shores, to express their views on what 'made' their visit - or otherwise - to shops, hotels, restaurants, pubs, cafes, b&bs, entertainment venues, petrol stations, taxi-cab offices, all forms of transport on land, sea or in the air, council buildings, post-offices, historic sites and their tour guides. Indeed comments (positive and negative) on any aspect of daily life in our island chain will be encouraged, collated and constructive feedback offered. No small undertaking.

Crucially Western Isles Enterprise developed this project out of a desire to influence the standard of Customer Service in the Outer Hebrides and the associated aspiration that these islands be recognised as an area delivering exceptionally high levels of customer care.

The close similarity of the project's slogan to the motto of the British Special Air Services: Who Dares Wins is entirely intentional. The SAS motto represents the importance of courage, resourcefulness and the willingness to try new ways of accomplishing success. With community effort and business participation Who Cares Wins has every chance to challenge all of the above.

Who Cares Wins will be launched in Stornoway on 3rd May and in Benbecula on 4th May. The keynote speaker at the launch event will be Mr. James Timpson, Managing Director of Timpson, a family retail business since 1865.

Timpson trades in key-cutting, engraving and shoe repairs from 600 sites across the UK and Ireland and has an annual turnover of over £100million. The firm employs 1,700 people. The 34 year old Mr Timpson is keen to maintain close links with the "shop floor" and is the driving force behind the "upside down" management culture throughout the business which ensures that the

people serving the customers are the most important in the business. Timpsons has won many awards for its customer service and its levels of employee satisfaction.

James Timpson, a sought-after public speaker, explains that his company's "upside down" management structure allows a system of management so that Timpsons can be run successfully while letting everyone get on with what they are supposed to be doing. He adds that the chairman is right at the bottom and the frontline staff at the top, after the customer!! While the board decides strategy, the senior management is there to help the process work. Everyone works to support what happens in the shops. Mr Timpson also states the obvious (because, unfortunately, the obvious often has to be stated):

A smile costs nothing.

Other speakers include Philip Riddell, Chief Executive, Visit Scotland

If you are interested in participating in Who Cares Wins or would like to learn more about it please e-mail: [info @whocareswins.org.uk](mailto:info@whocareswins.org.uk) or visit the website www.whocareswins.org.uk

NOTE TO NEWSDESK:

For more information contact

Norma Hogan, WIE

PH: 01851 707316

Email: 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.