



PRESS RELEASE

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WHO CARES WINS LAUNCH EVENT

A project which aims to improve customer service in businesses in the Outer Hebrides was launched last week.

Who Cares Wins was launched in Stornoway on 3rd May and in Benbecula on 4th May. The keynote speaker on the day was Mr. James Timpson, managing director of Timpsons, a family retail business since 1865. Phillip Riddle, chief executive Visitscotland also addressed the audience.

Who Cares Wins feedback forms are being distributed to organisations throughout the Outer Hebrides, providing the key to how they can improve their customers' experiences when visiting their establishments.

Lorna Macaulay, head of skills and customer service for Western Isles Enterprise (WIE) said: "WIE 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 have. The project also aims to recognise how the islands can be recognised as an area that delivers exceptionally high levels of customer care. We are delighted to be able to launch this exciting programme within the islands. However, it is important for the success of the project to have buy-in from not only tourists, but everybody. We urge you to pick up a form, complete it and pop it in the post. Let's all get behind this initiative".

As well as improving customer service, Who Cares Wins recognises this as being a never ending journey, because customers have ever changing needs and expectations.

Organisations who want to make a significant contribution to their image or performance will reap the benefits from an initiative such as Who Cares Wins.

The key aspect of Who Cares Wins is the feedback form. For anybody who is interested, forms are available from most retail outlets, restaurants, cafes, taxis, hotels and health centres throughout the Outer Hebrides. The forms

are free to post from any Royal Mail post box. The Who Cares Wins team will then collate the data from the forms and assess the information. Organisations will then be approached to develop an action plan for improvement and help will be given to individual organisations to find solutions.

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:

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