

Customer 1st International – Company Profile

Who we are

Customer 1st International is a specialist company providing comprehensive customer service solutions for businesses. We develop and provide high quality learning resources - including tutor supported E-Learning. We have wide experience of working with a variety of organisations in both the private and public sectors, in the UK and overseas. Following a 20 year career in higher education, creating customised programmes for organisations, Stephanie Edwards launched Customer 1st International in 2000, with a vision to help organisations and countries to improve their customer service.

What we do

Customer 1st International's range of solutions for customer service includes:

- Providing high quality, tutor supported E-Learning programmes
- Being Subject Matter Experts for customer service
- Working with countries to help them develop their own national occupational standards in customer service
- Creating award structures to recognise the competencies in the national occupational standards
- Writing and publishing high quality learning resources to develop people in customer service
- Supply of qualified and experienced associates who can train coaches and implement quality assurance systems
- Providing key note speakers for conferences and seminars
- Working closely with the Institute of Customer Service, the UK's standard setting body for customer service.

Customer 1st International has extensive experience of working with countries to develop occupational standards and development programmes in customer service - to suit their own particular culture and business environment.

Outcomes for businesses and individuals

Development programmes for customer service can have the following outcomes for individuals and companies:

- Understanding and support for an overall vision
- Recognition of the implications for self and team of the vision
- Understanding of key concepts including: effective customer service processes, enhancing customer value, personal effectiveness, service recovery, service measurement and other ingredients that make up excellent customer service
- Business improvement and success through service excellence

Our own standards of excellence

We set ourselves high standards.

- We listen to our customers and develop programmes to suit their needs.
- The entire Customer 1st international team has worked in front line customer service as well as playing a strategic or developmental role helping organisations to implement service excellence.
- Our E-Learning programmes are fully supported by qualified and experienced online tutors who are themselves customer service Subject Matter Experts.
- We work to ensure that our development methods are non-divisive and do not exclude any learners on the grounds of sexual orientation, race, religion, gender, age, learning difficulty or disability.
- We believe that learning should be an enjoyable experience - so we promote fun!

Our international track record

We have implemented the following international projects:

- Development of national occupational standards for Argentina – including self-assessment and organisational assessment toolkits, working in partnership with IRAM, the national standards organisation in Argentina.
- Development, delivery and quality assurance of national standards in Greece.
- Development of five E-Learning courses for Accenture, the USA-based global outsourcing company.

- The development of customer service learning resources for Singapore and Greece.
- The development of customer service learning resources for the National Institute for Service Excellence (NISE) in Barbados.
- Assistance in the formation of the Institute of Customer Service, Nigeria.
- The development of customer service learning resources for the HRINDEXX, Lagos, Nigeria.

Learning materials developed

We have written and/or published the following high quality learning resources:

- The Best Practice Guide for Customer Service Professionals (2 editions)
- Welcome Management for VisitBritain (Tourism & Hospitality sector)
- Welcome Team Leaders for VisitBritain (Tourism & Hospitality sector)
- Welcome Visitor for the Tourism Ministry of Uruguay
- First Impressions Count for Argentina's Tourism Ministry
- The ICS ServiceFocus programme for the Institute of Customer Service (ICS), comprising ICS FirstImpressions and ICS ServiceManagement

Our current projects

We are currently developing:

- The Award for Customer Service Professionals – a tutor supported E-Learning programme which leads to a UK-recognised qualification
- The Best Practice Guide for Customer Service Team Leaders (E-Learning & Book)
- The Best Practice Guide for Customer Service Managers (E-Learning & Book)
- A range of Audio/PowerPoint Podcasts on various customer service topics