

Customer 1st International – People Profile

Profile of Stephanie Edwards MA, BA (Hons), CMICS

Stephanie has worked in Further and Higher Education for over 20 years, developing customised training programmes for companies in the UK and overseas. She formed Customer 1st International in 2000, to specialise in helping organisations in both public and private sectors, in the UK and globally, to become more customer focused. She supports organisations in the creation of a customer service culture, developing customer service standards and a variety of service-related products at all levels. This includes publishing learning resources, developing E-Learning solutions and writing customised training packages for large organisations in the UK and overseas.

Stephanie has worked closely with the UK's Institute of Customer Service (ICS), the organisation whose mission is to "Lead customer service performance and professionalism."

Stephanie was pivotal in the development of the Diploma in Service Leadership in partnership with Warwick Business School. She has developed and project-managed ICS ServiceFocus™, innovative learning resources comprising of two 30-hour improvement programmes, developing knowledge and understanding of customer service and aimed at organisations wanting to develop their people.

Stephanie has identified new products and business initiatives both in the UK and overseas. Stephanie has been associated with the ICS since its creation 10 years ago and has identified many new opportunities, through training and development, to increase the Institute's membership. The ICS has organisational members from over 350 multi-national and blue chip companies, 10,000 plus individual members and over 500,000 students who have completed NVQ/SNVQs in customer service at 4 levels.

Stephanie's work with the ICS has included:

- Development of new learning resources
- Supporting the Greek Government in the formation of a Foundation Institute for Customer Service
- Promoting ICS international membership globally, sharing best practice with like-minded organisations
- Project Manager for the implementation of the ICS Professional Awards in Singapore

Stephanie has also advised The English Tourism Council on their Welcome to Excellence series of programmes. She judges the National Customer Service Awards at the Grosvenor House Hotel in London each year, where 34 awards are presented annually - with an attendance of over 1,700, a reminder of the power of celebrating customer service professionalism. Stephanie also judges the Customer Service Professional of the year for the National Tourism Awards. She writes articles for professional magazines, for example, *Customer Management*, and *customerfirst*, and frequently presents on customer service at seminars and conferences.

Stephanie Edwards' qualifications include an MA in Marketing, BA in Business and Administration and the Certificate in Education from the University of London. She is passionate about achieving business success through service excellence and recognises the importance of developing and empowering staff at the customer interface to ensure customer satisfaction and competitive edge.

Profile of Trevor Arden MBA, MCMI

Trevor Arden is a Subject Matter Expert in Learning & Development and Management. He holds a Masters in Business Administration, is a qualified and experienced lecturer, trainer and online E-Learning Tutor. He has managed teams delivering high quality training programmes since 1993. Trevor is an established author of successful books on Business and Information Technology, published by global leaders in the publishing industry including Pitman and Financial Times.

In addition to his current position as Director of Customer 1st International, Trevor has recent experience of leading and managing the provision of learning programmes. He was Programmes and Plans Manager, a senior position, for a major provider of work based learning in the UK. In this senior management role he was responsible for training contracts of up to £10 million per annum, dealing with quality assurance and customer relationship management for key stakeholders including client employers, the UK's Learning and Skills Council, Awarding Bodies and quality assurance organisations.

As Director for Customer 1st International, Trevor's key role has been to facilitate the production of high quality learning resources. Trevor's current focus is to develop tutor supported E-Learning solutions for organisations and individuals who wish to implement improvements in customer service. He understands the critical importance of customer service for all customers and employees of an organisation, and works to increase the degree of access to learning opportunities for all individuals.

Trevor holds a first degree in Economics and Statistics, is a full Member of the Chartered Management Institute, and is a qualified Lead Auditor for ISO-9000 accredited quality management systems.

Profile of Terry Houlihan MEd, FCIPD, FInstLM, FeIIAV

Terry Houlihan is a qualified lecturer and holds a masters degree in education. He completed 25 years in secondary education, including posts as Deputy Head and Head Teacher.

For the last 10 years Terry has worked as a qualified assessor, internal verifier, management trainer, IIP Adviser and is a specialist consultant on many aspects of HRM, Self-Assessment and Quality Assurance. As Director of Chamber Training in Southampton he sat on the Chamber Training Board at BCC and was responsible for all aspects of Learning and Skills Council provision, a government contract for business training and delivery of consultancy to industry nationwide.

Terry has a good track record in the design and development of competence based learning and assessment programmes. Terry designed the BCU 'Star Award' canoe awards 30 years ago and they are still in use today. He also designed the Progressive Alpine Ski Award (PASA) in 1997 and the Bronze and Silver 'Certificate in Life and Social Skills' (1986). He developed the a Learning Programme for Assessors and Internal Verifiers while working as Product Development Manager for a major work based training company. In this project he worked closely with ALI, ENTO, IAV and LSC, Government Departments and Awarding Bodies.

Terry holds the NVQ Assessor and Internal Verifier Awards and holds Learning & Development NVQ Level 4 (HR). He is Fellow of the Chartered Institute of Personnel and Development (CIPD), The Institute of Leadership and Management (ILM) and the Institute of Assessors and Internal Verifiers (IAV).

Terry has developed the Innovation Challenge to encourage organisations to "to increase customer satisfaction through the cultivation of ideas" and works closely with ENTO, LSC and ILM to design and deliver 'leading edge' courses nationally and internationally.

Profile of Bukola Olofinjana

Bukola Olofinjana is a Management Consultant specialising in customer service. She specialises in assisting companies to provide the best possible customer service and service delivery to its customers through process re-engineering and service improvement programmes.

Bukola has over 12 years' international experience within the worlds of customer service and service delivery. The bulk of her work experience is within the private sector and over the last few years she has shifted her focus to the public sector. Service delivery is a topic that is dear to her heart in terms of helping organisations develop and implement strategies that will help them deliver their products and services better. She follows the ITIL standards framework as a foundation and builds on this.

She is an active member of the following professional institutes:

- Companion Member of the Institute of Customer Service
- Member of the Institute of Marketing
- Member of the Institute of Directors
- Member of the Helpdesk Institute
- Associate Member of the Institute of Management Consultancy

Bukola has been fortunate to have had the opportunity to work in various industries including, Finance, Retail, Manufacturing, Dot Com and more recently the Internet. She graduated with a BA Hons in Business Studies and joined Marks and Spencer PLC in their head Office in Baker Street. She started her career in food merchandising and found that she gained great job satisfaction from helping local stores maximise sales and minimise waste. She then moved into Store Operations where her love affair with

customer service started. Here, she was involved in the roll-out of a supply chain management system and project managed numerous new store openings in UK, Ireland and Europe.

In 1997, Bukola undertook an assignment with the Miller Freeman media corporation and carried out an intensive audit of their business continuity programme developed for the Year 2000. She was responsible for ensuring all relevant tests were conducted, documented and had to produce a reports detailing her findings and making recommendations.

In the autumn of 1997, Bukola became the European Helpdesk Manager for Reckitt Benckiser (formerly known as Reckitt & Colman). Bukola was responsible for the setting up, operation & centralisation of all the helpdesks in UK & Europe. There were 8 helpdesks in total with over 50 support staff for the support of 5,000 users. Bukola was also responsible for the recruitment, development management and training of all helpdesk analysts & support staff. In addition, she led and managed the development of Service Level & Operating Level agreements and implemented a new change management system and introduced its processes based on the ITIL standards.

In 2000, she became the Service Manager at Coconut Street – which was a start up, online recruitment company. Coconut Street was one of the first recruitment organisations to pioneer the iProfiling concept. Bukola's responsibilities were broad and included:

- Responsible for technical and business programme management activities
- Appointed to lead customer service strategy & delivery in a start up situation
- Ensured the ITIL standards were implemented where appropriate
- Contributed to the training manual for the Problem, Incident and Change managers
- Implemented the incident management, change management and problem management processes.
- Service culture, dynamic process, IT acquisition, customer insight & call centre
- Created and developed successful in-bound and out-bound call centre

In 2001, she undertook another short assignment with Zurich Financial Services, The Asset Management Division, as a Service Improvement consultant responsible for re-vamping the current helpdesk.

In the summer of July 2001, she became Customer Relationship Manager at Pricewaterhousecoopers. She was hired to ensure delivery of effective customer service and support performance. Her ultimate aim was to successfully deliver customer satisfaction with a bespoke service delivery. In November 2002, she was given the new role of Performance Improvement Consultant where her main focus was on business process re-engineering. This involved the standardisation and documenting all UK IT Processes and working in partnership with other operational business units on process improvement.

Bukola is now an independent management consultant with her own practice. To date, she has undertaken numerous projects which include:

- Developing Flow diagrams for all ITIL components including BS15000
- Developing and implementing an Operational Change Management Process within a county council on a partnership program.

- Developing helpdesk processes from scratch and re-engineering current ones
- Service Improvement Projects
- Implementation of Helpdesk Software

Bukola contributes to the discussion forums on many of the customer service / Service delivery websites and has had her work published in *customerfirst* magazine - the publication produced by the Institute of Customer Service (ICS). She has also recently successfully obtained the ITIL Manager's Certificate in Service Management.

Bukola is a self motivating and experienced professional with a proven track record of success in customer service and service delivery based on the ITIL standards within the highly competitive B2B, IT, financial & commercial market sectors. She has strong leadership, strategic planning, relationship management and training experience. She is also experienced in developing and training individuals on helpdesks and within call centres, change management, team building, documentation development and business process re-engineering. Bukola is passionate about customer service and believes that all organisations have a public duty to provide an exceptional level of service to their customers. Bukola also believes the inclusion of customer service and service delivery in the boardroom is vital to the success of a customer service and/or service delivery strategy.

Bukola believes that organisations should view customer service as one of the key critical factors to their survival, and not merely as an after-thought or reactive domain within corporate management.

Her philosophy is simple:

- If an organisation looks after its people, its people will look after the organisation
- If an organisation does not look after its customers, someone else will.

Profile of Martin Brunner BEd(Hons) FHCIMA MICS

Martin is a consultant and business adviser with broad management experience in both the private and public sectors; he specialises in business improvement using contemporary models and ideas and research techniques. He has worked with all sizes of operation.

Martin specialises in facilitating Self Assessment and Customer Service Gap Analysis to support organisations in developing prioritised action plans to improve service levels and profitability. This activity is supported with associated training and consultancy, according to the client's needs. He uses the Business Excellence Model extensively to assist organisations in developing a culture of continuous improvement.

A graduate of the University of Southampton, Martin spent a number of years in hotel management working for Rank Hotels and North Hotels in London and The Inn at English Harbour in Antigua. He has also operated as the Managing Director of two property companies in the UK and one in France.

Latterly, Martin was the Head of the School of Hospitality and Service Management at Highbury College, Portsmouth. The school was twice voted College of the Year by the industry and received a Grade 1 for quality from the Further Education Funding Council in 1998. He has also lectured on service management at the University of Portsmouth and was in receipt of awards from the Savoy Educational Trust and the Forte Foundation Trust.

Martin is a Fellow of the Hospitality and Catering International Manager's Association, a Member of Tomorrow's Company, a Member of the Institute of Customer Service, a qualified Excellence Model Assessor and BETA facilitator.

Profile of Caroline Tan BSc(Hons) ACIB AMICS

Caroline is a respected expert on customer service in the UK and overseas with impressive results to confirm it. She has acquired this knowledge during a career spanning 20 years in customer service, in roles ranging from front line to strategist.

This expertise has been further refined by meticulous research, study and travel both in the UK, America and Singapore. Overseas Caroline has supported market leaders in customer service achieving sensational results.

After a long career within the Nationwide Building Society group in the UK including 8 years within Retail Management leading customer service forward at the front end, Caroline specialised in the "science of service" and after a stint as Customer Service Consultant across the retail network looking after 60 branches moved to a subsidiary (UCB Home Loans) in charge of customer service. Here she reported directly to the Managing Director and was responsible for designing and implementing a 3-year strategy.

Caroline has worked with organisations in both the public and private sectors, helping them to look at the service that they offer to their customers with a fresh pair of eyes including British Telecom and a whole raft of local authorities. Caroline writes articles for Customer First, one of the UK's customer service professional magazines.

Caroline works with Customer 1st International setting service standards linked to organisational goals and strategies specialising in the public Sector particularly supporting individuals to achieve best practice through innovative training programmes using "The Best Practice Guide for Customer Service Professionals. Her most recent work was undertaken in Singapore on behalf of Customer 1st International.