

Salisbury Group boosts service excellence with WorldHost



Leading facilities management provider, Salisbury Group employs over 500 people in sectors including universities and higher education, transport, local government, retail, recruitment, logistics and infrastructure. Priding themselves on the relationships they build with customers, they strive to deliver excellent customer service at every touchpoint of the organisation. To help build a culture of service excellence and set themselves apart, they adopted WorldHost customer service training.

Background

Salisbury Group had been looking at the customer service skill needs of their helpdesk staff. Regularly faced with communication challenges such as delivering a difficult message, they were keen to invest in their development in an area that would benefit their role.

At the same time, they also identified a need to train their workforce of 150 engineers that were skilled and competent in their field but had received no customer service training. These professionals represent the organisation every day when working on a client site, so it was important to equip them with strong customer service skills.

The solution

Salisbury Group were keen to adopt an in-house approach to training and use a formal and reputable customer service training brand.

Having been recommended WorldHost by internal colleagues, they did some research into the areas covered by the programme. The focus on specific behaviours and emphasis on the positive attitude matched what they felt the business needs and teams would embrace.

After attending the 3-day WorldHost licensed trainer workshop, Client Services Director, Olivia Abbott was approved to deliver the WorldHost Principles of Customer Service programme in-house:

“It’s a cost-effective strategy. Sending tens of people to off-site external courses would have cost us thousands of pounds with the risk that the course would be delivered by different trainers without the understanding of the Salisbury culture. Becoming an approved WorldHost in-house trainer allows a controlled and consistent solution, which can be delivered across the whole of the organisation.”

“Alongside the messages delivered by WorldHost, we can also ensure our Salisbury message and values are communicated as part of the training. We can talk specifically about our clients, how we communicate with them, and address any specific challenges we face as an organisation.”

Having adopted the WorldHost programme, the priority for the business was to deliver training to those who meet and speak with the customer every day, but also to the back-office functions that are essential for the smooth running of an organisation. Even though these individuals don’t engage with customers as part of their role, the business wanted them to understand the importance of their function in the delivery of excellent customer service.

“There is a desire to train all functions and job types in the business. So far, we have trained helpdesk and contract coordination staff, engineers and their schedulers, cleaners, managers, front of house staff, finance, commercial staff and even our internal IT team. In some cases, we make a contractual commitment to our clients to deliver this training to contract-specific delivery staff.”

Impact

Through this in-house training strategy, Salisbury Group has not only achieved the delivery of customer service training, but they've also identified and addressed other issues that can affect the level of service.

“As an example, feedback from engineers attending the training identified that they couldn't see the full location when reviewing a list of jobs on their tablet. This would impact customer service as it affected how quickly they would navigate a large building. We arranged for the configuration to be changed on their view so that they had a better description and could attend to jobs in a suitable order based on where the issue was located.”

The business has also seen staff actively think differently about decisions they make, how they communicate with clients and colleagues and consider the impact to the customer when they have challenging emergencies to manage for their clients.

“As part of our customer service strategy, we regularly survey our customers and ask them how our people represent our values - professionalism, passion, integrity and safety - all factors that would be difficult without strong customer centricity. We score very highly on this question - our clients know that our people really want to do a good job for them.”

With a strong belief in effective partnership, Salisbury Group has seen the difference between a company thinking they do a good job, and a company knowing that the customer is happy because they have understood their needs and appreciated what impacts their business.

“When winning new contracts, we've often found that any negative feedback about the incumbent is something that could have been addressed if they had listened to their customer. I believe the investment in this training has united our workforce with the same message - communication, responsiveness, relationships.”

Salisbury Group believes the approach they've taken to delivering WorldHost has helped their teams appreciate the customer more as they've been able to use clients as examples within the training. It's helped them to reset the principles of customer service in terms of performance, behaviour, and attitude.

“WorldHost has proved to be flexible, interactive, impactful, and very cost-effective. Providing good customer service means that we can continue to build a profitable business as well as enhance our reputation in the industry. And of course, this doesn't just benefit our clients; it means staff are motivated to do a good job, and a motivated workforce is more likely to go the extra mile and work hard for their customers.”

WorldHost is an interactive, engaging training programme that empowers your employees to deliver consistently great customer service.

To find out how WorldHost can transform the skills in your business, [book a discovery call](#).