

## ➤ The importance of excellent customer service

### Improving customer service



Because service excellence is linked with customer loyalty, Portakabin is keen to further improve it. Senior managers have given customer service a high profile and all departments make service excellence a priority for internal and external customers.

Internally, success is flagged up in the Legendary Service staff booklet and in the company's monthly briefing and customer magazine, Insider. These give examples of good service and share customer feedback with staff - this is an example of qualitative data. Comments include:

*"Thank you very much indeed for your speedy, efficient and thorough service recently. To have all three Portakabin buildings in place with roughly one week's notice was truly remarkable!"*

*"Throughout our negotiations and dealings with Portakabin, we were delighted with the service we received. We would not hesitate to recommend Portakabin if this is the kind of service which can be expected of their company as standard."*

External customers can see the commitment to service excellence through the re-launched Customer Charters. The new charters underline the levels of service that make Portakabin different from the competition. These charters are being promoted both internally and externally.