

CHARITY: ROYAL NATIONAL INSTITUTE OF THE BLIND (RNIB)

OVERVIEW OF MAJOR RESULTS

- Working at RNIB's national Customer Service and Production Centre, C.UK is able to provide an excellent security service whilst adding value with extra services, like first aid training
- A focus on empathetic customer care was established based on the specific requirements of the RNIB
- Amanda Gacowska, Facilities Manager: “Working with a security company with a local office gives us the peace of mind of responsiveness and attention to detail. C.UK is a company that combines the attributes of being personal enough to care and big enough to cope.”

SITUATION

The Royal National Institute for Blind People (RNIB) is a UK charity offering information, support and advice to over two million people in the UK with sight loss. The charity has a national Customer Service and Production facility based in Peterborough, responsible for processing customer queries, dispatching products, transcribing all forms of literature into accessible formats and production of Braille. As such it is a vital site for RNIB and good security is of absolute importance.

RNIB had used various security companies in the past but had not been totally happy with the overall service. One of the issues was failure to focus on the needs of the charity sector, like supplying first aid trained officers. There was also a need for better, more consistent customer care, due to the delicate nature of the business and the fact that the officer would be dealing with numerous people with impaired vision.

The RNIB have been pleased with C.UK's expertise in customer care and its willingness and ability to provide value-added services like first aid training and reception skills. We have been working together since December 2006.

C.UK SOLUTION

In the early days of the contract, due to the TUPE regulations, the lack of first aid trained officers continued to be an issue. However, C.UK had already adapted its recruitment policy to encourage first aid trained officers to apply.

CASE STUDY

Furthermore, we arranged first aid courses and arranged for one of management team to train to teach first aid. This policy has enabled us to form a bank of first aid trained officers, thereby ensuring that the contract requirements are always fulfilled.

It was also evident that the standard of officer inherited from the previous supplier was not suitable for such a high profile site. Consequently, we sourced personnel who had excellent customer service and communication skills. The approach required by the officers would need to include awareness of the needs of visually impaired occupants. Our site-specific training ensured this was the case.

RESULTS

The evolution of the security team has proved to be a real success story. The officers' friendly and customer focused approach has become very popular with both client staff and management.

In addition to adding value with the first aid training initiatives, we have proactively added value to the contract by performing such tasks as replenishing photocopiers and setting up rooms for meetings. This all adds to the bottom line for the RNIB and as such, the client is very happy with C.UK's service:

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CONTACT

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