A303 Sparkford to Ilchester - Customer Care Training

PCF Stages: All

What was the situation?

We were appointed as contractor to complete design and build the A303 Sparkford to Ilchester dualling scheme. We wanted to provide the project team with an understanding of the importance of customer care.

What were you trying to achieve?

Getting the team to understand the importance and benefits of good customer care and how it can be measured.

What action did you take to get the right outcome or resolve the problem?

Developed a two-part customer care workshop for the whole office-based team. This was done in collaboration with our traffic management partner, HW Martin. The slide packs for both workshops are available (Workshop 1 and Workshop 2)

What was the result of your actions?

The team gained a better understanding of customer care which influenced their approach when dealing with customers.

What impact did this have on project delivery

The customer care workshop became part of the new starter induction, this ensured an awareness of the benefits of customer care, our approach and how it will be measured.

If a colleague wanted to apply your learning, what else might they need to consider?

Package can easily be adapted for use on other schemes. They will need to understand how their organisations customer approach aligns with Highways England.

What are the 5 pieces of wisdom you want to share

1. Engage with a wide range of people when approaching a problem.
2. Everyone has different needs and priorities.
3. Prepare for your perceptions to be challenged.
4. Approach with an open mind.
5. Requirements often change.

Who should we contact for more information?

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