

Respondent

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16:58  
Time to complete

1. What is the title of your case study, and which scheme and PCF stage does it relate to?

Customer Service Roadmap A303 Sparkford to Ilchester, Stage 5

2. What was the situation? Can you provide some brief context to set the scene, help us understand any specific details of your case.

We wanted to find a way of communicating to the team our approach to customer service. There is a number of Highways England and Galliford Try strategies, objectives, actions and measures that may appear confusing to the wider project team.

3. What were you trying to achieve? (The task or outcome, why you wanted this)

Our aim was to graphically present our joint objectives, actions and measures in an easy to understand format. We settled on the idea of a 'roadmap' which contained all the information.

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

We plotted all the information on a spreadsheet i.e. policies, objectives, actions and measures. Then we worked out how they all connected. Then we brainstormed a few ideas with the Galliford Try graphics team as to how it could be presented.

5. What was the result of your actions, the impact on your project and the decisions you made?

We produced an easy to understand 'customer service roadmap' which presented all the information on a timeline visualised as a road. This resulted in a document easily shared to the project team. It has proved very useful when briefing the team about our customer service approach and progress.

6. What impact did this have on the delivery? Think about how it helped decision-making, what changed as a consequence. What was the impact on customers, safety, quality, cost? What about the impact on smooth progression of your project, on team well-being and morale?

The roadmap has improved the teams understanding of the importance of customer service and its impact on delivering a successful project.

7. If a colleague wanted to apply your learning to their scheme, what else might they need to take into account? (e.g. dependencies, unexpected consequences, where the biggest difference was made).

The roadmap can easily be adapted to other schemes. They will need to understand their own organisations customer service approach and map it on the easily used format.

8. What are the 5 pieces of wisdom you would like to pass onto others as a result of this learning?

1- Research the problem thoroughly 2- If you don't understand something, ask 3- Produce a number of alternative solutions 4- Through discussion with the wider team pick the best solution 5- Ensure you regularly review the solution to ensure it is appropriate and effective

9. Finally, who should we speak to in order to capture any other details and turn your case study into content on this side?

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