

Case Study: Simplifying Customer Service Processes

The Bridge – Adult Education Centre

INDUSTRY



Not For Profit

Providing advice & courses to improve & develop skills, manage money, and enhance health & wellbeing

COMPANY SIZE



Over 100 courses delivered per year

18 FTE Employees

Plus 35+ additional volunteer placements

HISTORY



1999

Established

2008

Jayne Ross, CEO

2016

Sofie Franzen, Director

“When we first invited Grace to look at our processes and work practices in our busy reception, we had an inkling that things could be different but also an overwhelming sense that this would be a mammoth task. Grace's analysis provided insights and step-by-step change recommendations that are continuing to be our driving manual for implementing new practices in our customer services. Grace's aptitude for getting under the skin of your organisation is invaluable and if you are looking for clarity and impetus to move forward with making changes we most warmly recommend that you use Veriteam to help you.

Sofie Franzen, Director, The Bridge

New Business Plan!

APPROACH

We mapped the current processes and measured how the Customer Services Team use their time. This brought transparency into what the team are doing and how they are doing it. Three key improvement areas were immediately obvious – course bookings, volunteer support and resourcing.

15% SIMPLER COURSE BOOKINGS

We reduced the number of course providers and **standardised the course booking procedures**. This reduced staff training, errors and rework. It also **simplified and sped up** the course booking process and improved overall customer satisfaction.

INSIGHTS TO DECIDE WHO DOES WHAT

The Bridge provides on-the-job learning opportunities for volunteers to gain valuable work skills. Learning that a quarter of the Customer Services team's time is used to support volunteers, **they can consider how they provide this valued service in the future**.

TEAM CAPACITY & NEEDS ARE CLEAR

The Bridge now has **a full picture of what the Customer Services team do and how their time is used**.

They can ensure they have the **right number of people** in the team, and can factor in seasonal variations in course bookings throughout the year.

BENEFITS

Mapping the teams processes has identified **numerous efficiency opportunities**. This quickly resulted in reduced effort, reduced costs, fewer errors and less rework. Consistent processes mean the team also benefit from **lower training costs, improved cash flow and improved customer satisfaction**. The Bridge now have a baseline against which future process improvements can be compared.