



**Professional Services
Capability Framework:
Delivering Customer
Service**

Click on the customer service case studies below to understand on how other businesses have transformed their customer service:

Organisation	Case study focus
	This case study examines how TNT's Customer Promise reflects its core strategy of customer focus and aligns with its corporate values and the organisation's culture
	This case study shows how Morrisons uses customer service to differentiate itself from its competitors, motivate its colleagues and help the business to grow
	This case study shows how the online bank First Direct positions itself in the retail banking sector.
	This case study examines how a strategy focused on customer service can contribute to long term business development
	This case study demonstrates the importance that Enterprise Rent-A-Car places on the role of excellent customer service
	This case study focuses on how BUPA, the independent healthcare company uses call centres to help provide customer satisfaction which helps it to maintain its market position
	This case study focuses on how Virgin Atlantic, a comparatively young international airline, has, over a relatively short period, developed a series of brand values which have enabled it to reflect these improvements in service provision
	This case study focuses on the way in which Britannia Building Society has continued to place its customers at the centre of all its activities in order to produce the benefits that guarantee a successful future