

# Customer Excellence Principles

When customers experience excellent service from us they might say:



## Insightful

Customers receive expert, clear and helpful advice informed by best practice.

“They were knowledgeable and gave advice tailored for my circumstances.

The process and steps were clearly explained.

I can rely on the information provided being accurate.

They explained reasons for their response.

They provided appropriate referrals (where required).”



## Empathy

Customers are treated with respect and courtesy. Their feelings and situation are acknowledged and considered.

“My feelings were acknowledged and they understood things from my perspective.

The person provided reassurance and identified solutions.

I was treated with respect and courtesy.”



## Personalised

Customers receive individualised service tailored to their needs.

“The person used my name.

They were familiar with my circumstances and looked up my record.

I trust them because they make me feel important and take time to listen.”



## Convenient and timely

Customers receive efficient advice and service at a place and time convenient for them.

“The service location and timing was convenient for me.

An appointment was promptly arranged for me from the time of my enquiry.

They placed a high value on my time.

I was kept informed of the progress and received regular updates.

When I needed advice it was easy to contact the right person.

It was easy to find the information I needed online and/or in the documents I received.”



## Value

Customers are confident that they receive good value – service is effective, efficient and appropriate for their needs.

“The service met my needs.

The person used time effectively in the session.

I know my assets and affairs are well managed.

I received value for money.”



## Overall Satisfaction

Customers are highly satisfied with the service they receive.

“I would recommend NSW Trustee & Guardian to friends and family.

They provided clear guidance on what I should expect, and my expectations were met or exceeded.”