

**We're greater  
working together.**

# Customer Care

Programme



**starfish**  
construction group



Raising our values and quality together

**Creating effective relationships with each other, whilst adding value to our customers, drives continuous improvement to shape the success of our company future.**

Our culture and operational initiative programme 'Elevate', guides us all to reach new levels of excellence, and the following Customer Care Programme is an integral element to how we communicate and develop customer relations.



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**In any sector and organisation, customer care and effective relationships are core to success.** Our standard is to ensure an approach where projects are right first time, every time and to our clients' satisfaction.

**When our operational behaviours and client relationships are effective, we become the trusted partner of choice.**

To grow any business, attracting the right customers and retaining them is vital. Achieving this takes commitment, quality, safety and customer value. We've created our Customer Care Programme to guide all Starfish Construction employees in the delivery of customer relations and to allow customers an understanding of our approach and culture.



# Projects right.

# 1st time. Every time.

# Collective contribution is critical to success

Every Starfish Construction employee plays a part, from initial contact with a customer, through to project completion, sign-off and future relationships. Our roles can often be interdependent, and we are reliant on each other to fulfil our Internal Customer Care objectives. We add value as a collective, driven by the same objectives and goals to carry out tasks and projects where customers view us as a value add partner.

We're greater together.

- Administration
- Sales & Telesales
- Management Team
- Business Development Managers
- Marketing
- Finance
- Project Management
- Technical Team
- Building Design Team
- Proposals Team
- Installation and Site Division
- Health and Safety Management





### **A Commitment to a positive culture**

Every action has an impact. Therefore, we ensure that what we do and say is positive.

**A ‘can do’ attitude to customer needs and requests should always be the first thought. We have industry experience and knowledge that we openly share with our customers to guide them, deliver insight, and demonstrate the challenges and solutions.**

We collaborate with our customers; they are the foundation of our success to date and the success we can achieve in the future. When we make promises, we understand the importance of meeting them. Where possible, we provide additional value, an approach that often differentiates us from our competitors. We want our customers to always turn to us for advice and guidance, so we ensure we are approachable.

### **Behaviours that leave a positive impression last.**

Leaving a positive impact with our colleagues and customers is driven by our behaviours. How we conduct conversations, contribute to meetings, send emails and manage expectations is carried out at all times with positivity and respect for each other, including of course, our customers.

# Positive Culture

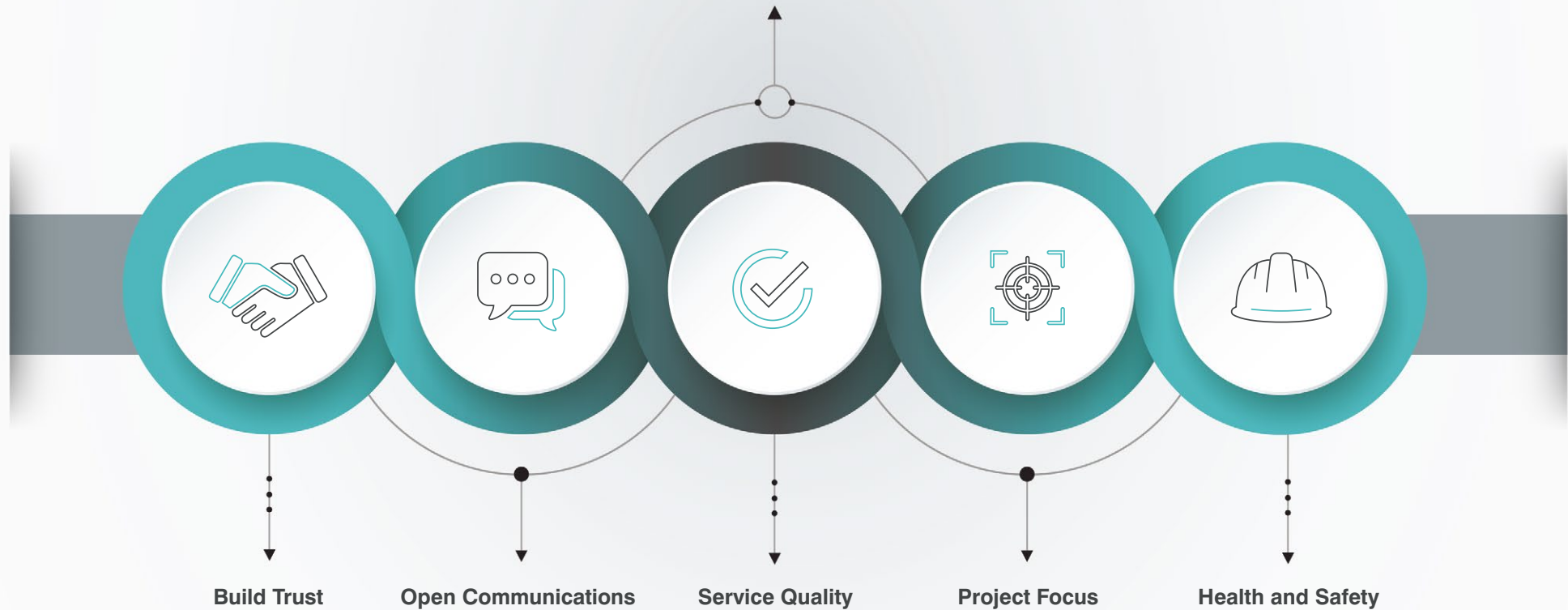
- [Click here](#) to view our Email Etiquette Guide.
- [Click here](#) to view our Meeting Etiquette Guide.

# Making customers feel valued

Understanding the risks across our business operations is essential. Effective individual behaviours and a shared set of values, enable us to ensure compelling customer experiences, which lead to successful project outcomes.

**Taking ownership of how we work as individuals; critique, improve and develop, is core to our culture, how we operate and our relationships.**

We assist each other as colleagues with shared knowledge and experience, and we ensure, end-to-end, our customers trust our expertise and services.







# Working together, we excel, grow and reach new levels of standards and success.

**Customer Care within Starfish Construction is a the ownership of every member of our team. We all play a pivotal role, from our site operatives, through to our Board of Directors.**

There are many touchpoints throughout a customer relationship. We understand that any bad experience within that chain leaves a lasting, unwanted perception of our people and business. For this reason, we value the importance of Customer Care.

**Individually, we all have our roles to play, although we work as a collective and support each other, and in turn, our customers.**



# Developing people is core to our company approach.

Our company approach is to train all our employees, helping them to develop their skills and progress their careers. Every employee is encouraged to learn and contribute. We welcome new staff members and guide them through our culture and customer care approach. Our company and operational inductions ensure new employees understand and adhere to our approach and policies. It's important to listen to everyone's ideas, and make sure we have a diverse team of motivated people where everyone is respected.

**We trust each other, work together and our business model to retain customers is successful for many reasons, including our Customer Care Programme.**

Customers remember us for the right reasons.



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# Open communication

## Transparency and Reporting

Whilst striving to achieve trusted and valuable relationships, transparency is vital. We are always honest with ourselves, our colleagues and our customers. If there is a challenge or issue, we address it by sharing as a team.

### **Our robust reporting systems and approach keeps our customers integrated to our operations.**

Effective speed of response is vital to good relationships and we strive to ensure at all times, the appropriate people are aware of customer requests and address them in a timely manner. Where required, colleagues seek the experience of others if needed, to deliver best response solutions.

## End-to-end, good relationships matter

We are well-positioned as a business to deliver value across all our divisions and operations to customers. A sound understanding of our end-to-end relationships is critical to our success, allowing us to manage any associated risk.

**Customers** - Creating a collaborative and long-term, beneficial relationship with our customers is the foundation of our success to date, and our future success.

**Employees** - We have a talented and driven workforce committed to upholding our values and standards, and this is core to enabling us to deliver projects, meet objectives, and become a trusted customer partner.

**Supply Chain and Strategic Partners** - Developing and embracing the value our wider partners provide means we are an invaluable resource, fundamental to the successful delivery of all projects.



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