



# OUTER HEBRIDES who cares wins



## Welcome

Welcome to our first edition of the Who Cares Wins newsletter. Through this newsletter we provide you with information on the progress of the project whilst also keeping you up to date with our future plans and events. We would very much value your comments and feedback on this newsletter.

Is there something in particular you would like to see in this publication, or perhaps you would like to tell us your customer service stories! Whatever the reason get in touch and show your support of Who Cares Wins!

Email your comments to:  
[info@whocareswins.org.uk](mailto:info@whocareswins.org.uk)

### Bright Ideas

**Why not introduce a discount scheme for your more senior customers?**



On our travels the Who Cares Wins team spotted a business offering a discount to senior citizens, whilst also offering smaller portions of food. This could have all sorts of benefits for your customers. It may be a way of enticing a group of customers to visit you at a quieter time of the day!

## One business prepared to go the extra mile.....literally!

Norman Morrison's Paint Shop, Stornoway has significantly impressed by the staff showing their attention to the needs of the customer. The staff have created such an impression, the person who completed and returned the very first Who Cares Wins form, considered every aspect of her visit to be excellent. The lady in question commented on how if she needs anything "they send it down on the bus" to Harris, proving this is one business prepared to go the extra mile!

Gordon Morrison recognizes a high level of customer service is one way of ensuring his customers return again!



*Pictured, Gordon Morrison*

## Who Cares Wins Launch Events

Who Cares Wins was launched in Stornoway on 3<sup>rd</sup> May and in Benbecula on 4<sup>th</sup> May.

The keynote speaker on the day was Mr. James Timpson, managing director of Timpson's a family retail business since 1865. Phillip Riddle, Chief Executive of VisitScotland also addressed the audience.

Who Cares Wins feedback cards are being distributed to organisations throughout the Outer Hebrides, providing the key to how they can improve their customers' experiences when visiting their establishments.

Mr Timpson captivated the audience describing the culture and "upside-down" management structure in his business. He believes the key to good customer service is getting the right staff.

Mr Timpson gives all his shop staff the authority to look after customers as they think fit! The staff are kept well informed about what is happening in the company in a weekly newsletter, this allows everyone to be kept up to date with business facts and figures and company gossip!

The unique style of management has meant Timpson's has grown over the years and has plenty of new ideas for future growth.

However, the main emphasis and belief of Timpson's is, if they help their staff it will ensure their customers receive even better service!



*James Timpson,  
Keynote Speaker at Launch  
of  
Who Cares Wins*

## Who Cares Wins Winning Tip

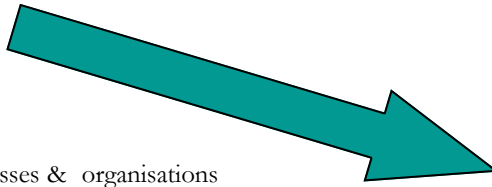
Make every decision with the customer in mind. Ask yourself  
*"Would my customers like this?"*

Change the way you look at things, always make sure your decisions are based around your customer.

### Your Challenge!

Put this winning tip into practice as soon as possible and see the difference, remember:  
Who Cares Wins!

# WHO CARES WINS FEEDBACK CARD



Feedback Cards are being distributed to businesses & organisations throughout the Outer Hebrides. If you would like feedback cards to display in your business please contact the Who Cares Wins Team, the details are below. Here are some comments we've received so far:

- Warm Welcome
- Committed beyond the call of duty
- Lack of local produce
- Went the extra mile
- Great Service
- More Signage required

## Ensure your Business Receives the 3 P's – Press, Publicity & Prize!

Every three months Who Cares Wins will reward the business who has shown a commitment to high quality and excellence. This will be recognised by ensuring the business has significant press coverage and they will also receive a prize.

Who Cares Wins also hopes to host an annual awards ceremony, to recognise and reward the businesses who have shown outstanding levels of commitment to delivering excellent customer service!



### WHO CARES WINS CONTACT DETAILS:

If you want to request forms for your business or simply wish to comment on the project please let us know.

Email: [info@whocareswins.org.uk](mailto:info@whocareswins.org.uk)

Web: [www.whocareswins.org.uk](http://www.whocareswins.org.uk)

Tel: 01851 703 703



**OUTER HEBRIDES**  
**who cares wins**  
[www.whocareswins.org.uk](http://www.whocareswins.org.uk)

Dear Customer  
This questionnaire is designed to find out what you think of service in the Outer Hebrides area. The information gathered will help make Outer Hebrides an even better place to visit in the future. Please feel free to fill in as many of these questionnaires as you like – ideally one for each business or organisation you have been to.  
All information you provide will be treated in the strictest confidence and will only be used to assist with this research. Western Isles Enterprise may use your details to request further information about your responses. If you would prefer not to be contacted, please tick box. A report recording aggregate information will be prepared for Western Isles Enterprise.

**QUESTIONS**

Name of the organisation you want to tell us about? \_\_\_\_\_

Where is it located? \_\_\_\_\_

Date of visit? \_\_\_\_\_

What did you think of... PLEASE TICK THE APPROPRIATE BOX:

	EXCELLENT	GOOD	ACCEPTABLE	POOR	APPALLING
1. The way you were greeted and welcomed?					
2. The helpfulness of the people you dealt with?					
3. The knowledge of the people you dealt with?					
4. The efficiency with which you were served?					
5. The quality of the product(s) you bought?					
6. The quality of the service(s)?					
7. What was your overall impression?					

Would you recommend to others the place you have named above? YES  NO

If you scored anything less than excellent please tell us your reasons why? \_\_\_\_\_

Is there anything else you would like to tell us? \_\_\_\_\_

IF YOU WOULD BE HAPPY TO GIVE US MORE HELP PLEASE LET US HAVE YOUR NAME AND E-MAIL ADDRESS.

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Where are you normally resident: TOWN: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

PLEASE POST THE COMPLETED QUESTIONNAIRE IN ANY ROYAL MAIL PILLAR BOX THIS IS A FREEPOST SERVICE. Western Isles Enterprise thank you for your help.

## COMPETITION CORNER Cala Hotels show their support

**COMPETITION CORNER**  
Win dinner for two in the Boatshed Restaurant at the Royal Hotel, Stornoway.



The lucky winner will be treated to dinner for two in the Boatshed Restaurant at the Royal Hotel, Stornoway.

### HOW TO ENTER

How do you keep your customers satisfied? Tell us your most effective tip for ensuring your customers are kept happy.

Do you have a secret training method or an incentive scheme which you believe makes a difference to how your customers feel

about you, perhaps this has been shown through increased profit!

Please submit your entries by 16th June 2006, to:

**Who Cares Wins Competition  
Western Isles Enterprise**

**James Square  
9 James Street  
Stornoway  
Isle of Lewis  
HS1 2QN**

### ENTRY RULES:

- 1) ONE ENTRY PER BUSINESS
- 2) BUSINESS MUST BE BASED IN OUTER HEBRIDES

The competition will be judged by John Burchell of Business Excellence Consultancy

Cala Hotels support the Who Cares Wins initiative and have kindly donated this competition prize.