



APSE building cleaning advisory group

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Frontline cleaning staff relationships



Key relationships that kill your business

Customer Care

**Who else is
going to do
what we do?**

**We don't need
to care !**



Customer relationship management for the front line

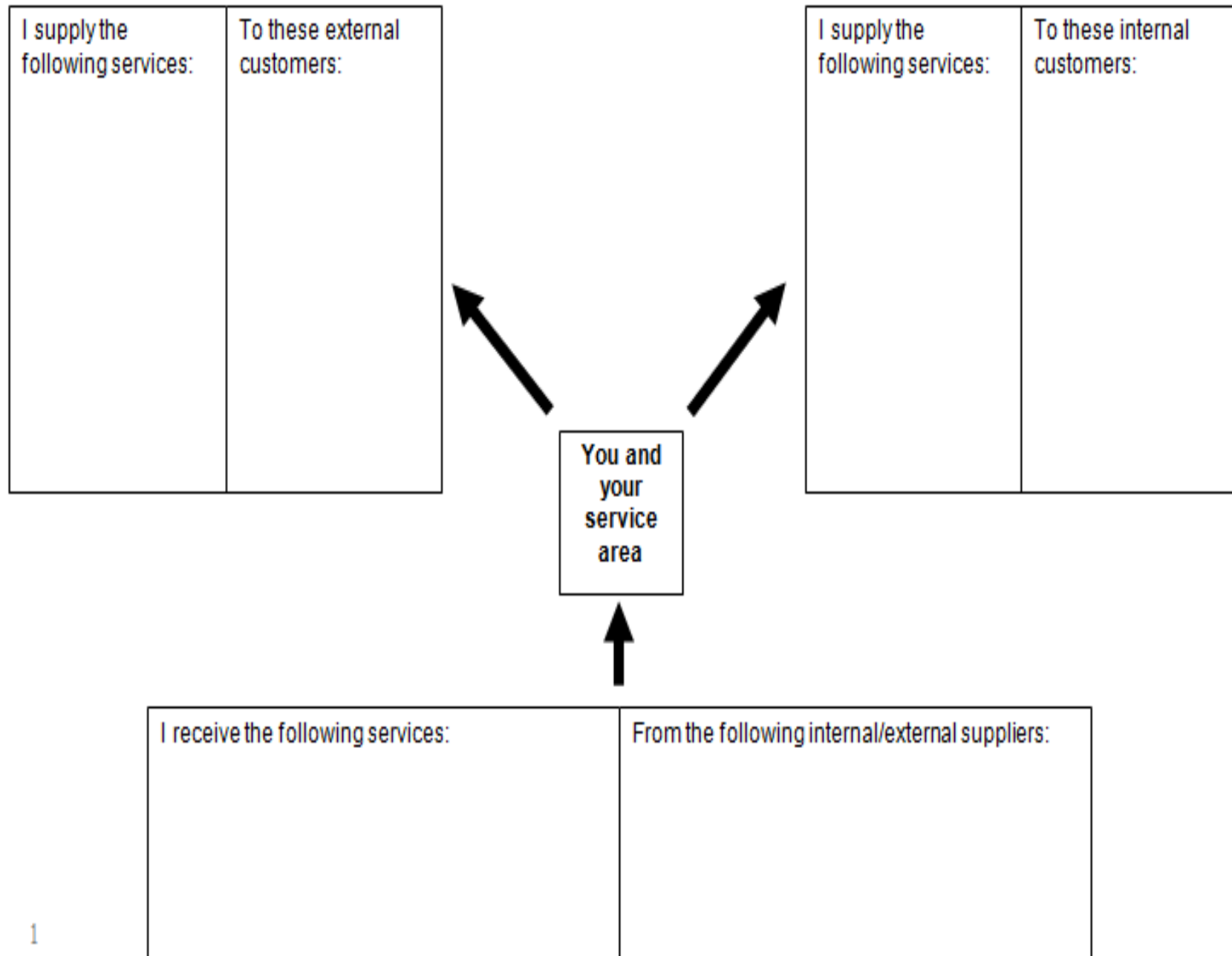
Customer focus
Communication
Excellent service

Internal Customers



**Insurance
claims
£100k**

Worksheet 1 - Customer Supply Chain





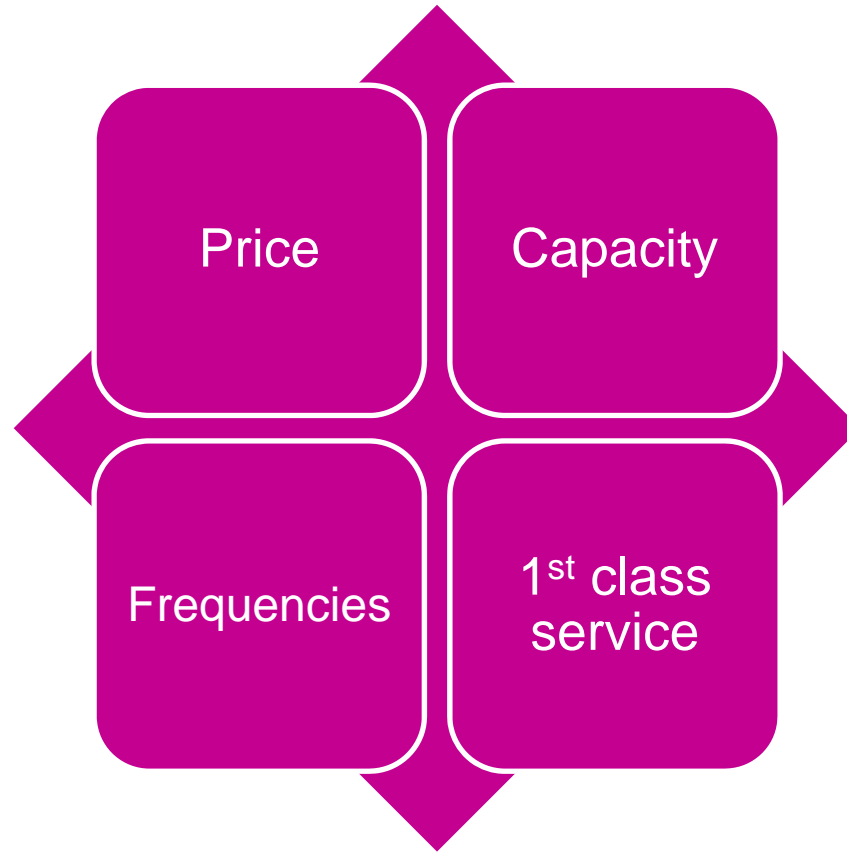
Aberdeen City

OUR CORE BEHAVIOURS - AT THE HEART OF EVERYTHING WE DO

professionalism | customer focus | respect | communication
leadership | future focused | engagement | creative thinking

professionalism
customer focus
respect
communication

Contracting with clients



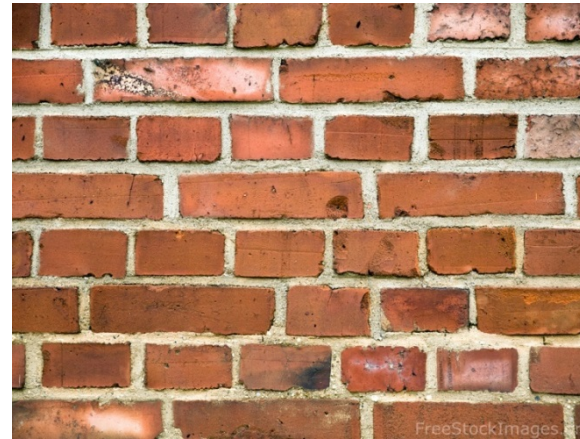
2 questions to frontline cleaning staff

1. Do you think you provide a valuable service?
 - YES
2. Do you feel valued by your council?
 - NO



Take a step backwards

- Building a solid team
- Ensuring staff feel valued





Key to making the business

Customer first culture

Embrace Change

Team players

Inspire others

Committed

Fair and equal

Keen to develop

Care

Flexible

Being motivated

Highest quality work

Pride

Communicate

Expectations of managers ?

- Is a role model of leadership
- Keeps people up to date
- Is open and honest in communication
- Delegates with the right balance of responsibility

Leadership



Leadership

Managing the job

Bad practices

Make 3 lists from the cards

LOCAL SERVICES

LOCAL SOLUTIONS



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INVESTOR IN PEOPLE



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REGISTERED FIRM

GB 11409



ISO 9001
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GB 11132



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