



## Impact on Customer Experience

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## Winner

### Savills RISE, Savills UK

RISE, created in 2018, is a scoring framework, based on research from the British Council for Offices, for assessing performance and identifying gaps in customer service across properties managed by Savills. It maps the customer journey inside a property and enables collaboration between Savills and its service partners to deliver the best customer experience for occupiers, residents, visitors and clients.

Starting with an audit of current processes, RISE uses a Building Performance Scorecard tracking qualitative scores (the number of credits received depends on how well each standard is achieved). Assessment criteria include customer service, but building performance, sustainability, health and wellness, environmental credentials and security.

Once improvements have been made, the building is audited and certified by SGS.

Improvements include engaging occupiers, creating a community portal for information, customer feedback and launching a customer charter.

## Results

Savills has rolled out RISE across the portfolio of prime assets with more than 30 buildings onboard and three fully certified buildings.

The RISE strategy has helped Savills retain key clients and attract eight new clients, with the new contract wins amounting to £1 million in fees in 2018. RISE also enabled Savills to become the preferred managing agent to British Land.

At Cannon Place, for example, customer experience ratings climbed from 41 per cent during the initial assessment to 92 per cent at certification. Savills has also achieved ISO 14001 accreditation and has BREEAM-in-use, which have been completed in conjunction with the RISE certification.

The building is now a member of the Clean City Awards Scheme and won Gold in 2018, became part of the Clean Streets Scheme, has been awarded the Security Building Accreditation, CSSA Award for Environment and Sustainability 2019 and won the Silver Leaf 2018 Award for a Christmas display.

Building managers with the RISE certification report having used the information to make improvements. These include:

- Reception areas: branded sweets, Wi-Fi signage, USB charging points, plants, unit displaying the quality
- Pop-up events: Focus on wellbeing and educational elements such as waste reduction
- Other initiatives: BringMe Lockers for staff to store personal packages, electric car charging points, Fab little bag (sanitary product) in all washrooms, a monthly newsletter, ECN screens and installation of waterless urinals

## Best practice

Ensure ongoing communication between building management teams, occupiers and landlords to ensure best practice and continuous improvement in customer service.

FM teams engaged customers directly instead of only through company representatives, which enabled wider range of feedback and a greater sense of community.

Align the goals and expectations of landlords and occupiers.