

Customer Engagement Programme

A clear understanding of customer needs is the hallmark of a good service provider. To achieve this it is important for us to regularly communicate with the customer; we aim to do this no matter where you are located. At the same time it is important for you, the customer, to understand the services we provide and how we deliver them. This leaflet provides the scope and objectives of the three visit types we conduct and will help you reap maximum benefit from our visits to you.



Integration Workshop

This meeting is when operational staff from **Oil Spill Response** meet new Members for the first time.

Oil Spill Response will:

- Communicate our company structure
- Further understand the Member's scope and location of business activities
- Explain the entitlements and services offered as part of membership and how to access these for maximum benefit
- Clarify procedures for response mobilisation
- Introduce the Readiness Review and its importance in preparedness
- Explain 'Shared Responsibilities' and confirm the list of nominated call-out personnel

Annual Preparedness Review (APR)

Before a Member extends membership, **Oil Spill Response** will conduct an APR visit for both sides to discuss common issues and exchange updates on ongoing and future operations, especially where there has been significant operational or staff changes.

Oil Spill Response will:

- Facilitate a discussion to exchange information and give updates on mutual issues and the impacts of operational changes
- Brief Operations staff on 'Shared Responsibilities' and how we would work with them during a response
- Undertake a Readiness Review to ensure the Member can effectively integrate our service into its wider response framework
- Confirm the list of nominated call-out personnel
- Obtain feedback on our performance and review the Member's expectations of us
- Provide a written report based on the Readiness Review following the meeting

Executive Interface Visit (EI)

This visit is designed to allow corporate management from both sides to discuss industry developments and strategies that have mutual impact. **Oil Spill Response** will use this opportunity to gather feedback and industry support from senior executives that will enhance our range of services and assist in our business planning, thus benefiting the customer.

The EI visit enables **Oil Spill Response** to:

- Meet senior executives from the Member organisation and update them on our current activities
- Listen to the Member's needs and expectations of **Oil Spill Response**
- Determine market issues and trends that affect our Members and stakeholders
- Explore the Member's medium term view (3 - 5 years) and the extent to which our vision and strategy fit with expected Member needs
- Get customer feedback on our performance and review the customer's expectations of us at a strategic level

Listening to the Customer

“**Oil Spill Response** exists to serve you, our Members, and it is fundamental therefore that we know what you want and also that you are aware of our capability.

As you have seen in this short document we put a great emphasis on meeting with you at different times starting from when you join and then at the annual review and occasionally with your executives. During these meetings we aim to listen to your needs, clarify what it is we do and ensure that - should the worst happen - we are working together and meeting your expectations. Even more important is the opportunity to meet our staff and feel comfortable that we can work well together. I am very proud of our staff and I am confident that you will find them willing and eager to give you all the professional support they can.

We know you are all very busy with increasing pressures that sometimes make these visits seem less important but I do hope that you will take the time to meet with us. As a response organisation we need to know what you are expecting to enable us to be most effective; we also need to get feedback on what we do well and not so well in order that we can continually improve. I do hope you will make the most of these meetings and should I be involved I very much look forward to meeting you and listening to your feedback.”



Archie Smith
Oil Spill Response CEO

How we measure Customer satisfaction

The Net Promoter Score system has helped us to effectively gauge our customers' level of satisfaction, thus acting as an instrument to measure our performance and ensure that we stay true to our goal of providing quality customer service. As a follow-up to every visit, we ask our customers to rate our services by answering the question below:

Based on your overall experience, how likely is it that you would recommend **Oil Spill Response's** services in Preparedness and Response to colleagues in your company?

Please give us a rating:

Very Unlikely	1	2	3	4	5	6	7	8	9	10	Very Likely
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While the NPS score itself provides good indicators of our overall performance, we go a step further to better understand customers' needs in depth by asking you to identify areas in which we have excelled or require further improvements.

To underscore the importance of this measurement, the NPS scores are reviewed monthly by the **Oil Spill Response** senior management team and used for further customer service development.

What is Net Promoter Score (NPS)?

NPS is a recognised system used by many of today's top businesses such as GE, Allianz, Apple, P&G, American Express, HSBC and Philips to monitor and manage customer relationships.

Based on their responses, customers can be categorised into one of three groups:

Promoters (9 - 10 rating),
Passives (7 - 8 rating), and
Detractors (0 - 6 rating).

The percentage of Detractors is subtracted from the percentage of Promoters to obtain a Net Promoter score that reflects the overall level of satisfaction experienced by **Oil Spill Response** customers.

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