



# Customer Contact Programme 2009



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 to:

- Communicate **Oil Spill Response's** 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 the Response Chain and confirm the list of nominated call-out personnel

## Annual Preparedness Review (APR)

Before a Member extends its membership, **Oil Spill Response** will conduct an APR visit that enables both sides to discuss common issues and update each other on ongoing and future operations, especially where there has been significant operational or staff changes. **Oil Spill Response** will:

- Deliver a presentation informing the Member of our recent activities, initiatives and services
- Ensure all aspects of the Response Chain are communicated and understood
- Conduct a brief readiness review
- Provide a briefing to Operations staff on how we would work with them in the event of an incident
- Update the list of nominated call-out personnel
- Get customer feedback on our performance and review customer's expectations of us

## Executive Interface Visit (EI)

The EI visit is designed for corporate management from both sides to discuss industry developments and strategies that have mutual impact. It is to the customer's advantage that **Oil Spill Response** has an opportunity to gather feedback and industry support from senior executives that will enhance our range of services and assist in our business planning. The EI visit enables **Oil Spill Response** to:

- Engage senior executives from the Member organisation and ensure they are aware of **Oil Spill Response's** current activities and strategic direction
- Discuss industry issues and trends and how they impact **Oil Spill Response** and our Members and stakeholders
- Get customer feedback on our performance and review 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 when you join and then at the annual review and occasionally with your executives. We aim in these meetings 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 makes 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.”



**Oil Spill Response** CEO, Archie Smith

## Measuring 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 experiences, how likely is it that you would recommend **Oil Spill Response’s** services in Preparedness and Response to colleagues in your company? Please rate:

Very Unlikely	0	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),**  
**Detractors (0 - 6 rating).**

The percentage of Detractors is then 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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