

**Believe in  
children**



**Barnardo's**



# Barnardo's

- We are one of the UK's leading children's charities, operating for over 150 years.
- We work directly with **248,000 children, young people, parents and carers every year.**
- We run **over 996 vital services across the UK**
- **Our purpose** is to transform the lives of the UK's most vulnerable children.

# Service Desk

- 8 full time, 1 part time, 2 apprentices and 4 contractors
- Dealing with 4500 contact per month.
- 75% of incidents resolved at the desk
- Over 90% customer satisfaction





# Customer Experience

Customer experience (CX) is defined by interactions between a customer and an organization at all the touchpoints throughout their relationship. An interaction can include awareness, discovery, cultivation, advocacy, purchases and service.

# Customer Experience

CX is not just about IT, it is about the whole organisation delivering for the customer.

Although usually it is IT highlighting it and helping the business understand the benefits.





# Why CX

Good customer experience drives customer loyalty / retention / advocacy, it helps improve organisational reputation / brand / quality and in the commercial sector can translate into increased business / sales.



# CS is a key part of CX

Create a customer focused vision

Understand who your customers are

Create an emotional connection with your customer

# CS is a key part of CX

Capture customer feedback in real time

Act on the feedback

Measure the outcomes



**Believe in  
children**



**Barnardo's**