

# Churchill Retirement Living

**Contact:** Suzanne Murphy

**Phone:** 01425 462130

**E-mail:** [suzanne.murphy@churchillretirement.co.uk](mailto:suzanne.murphy@churchillretirement.co.uk)

**Website:** [www.churchillretirement.co.uk](http://www.churchillretirement.co.uk)

The Churchill Retirement Living customer satisfaction goal is to provide and deliver a market leading product and service to all Customers with the aim of creating a lifestyle that fulfils their requirements in their retirement.



A 10 day training programme has been implemented for the company's entire customer facing team, circa 125, called 'Extra Mile'. The training programme was designed to help the team identify their own behaviour in certain situations analysing their strengths and weaknesses. There is a focus on key sales processes, including closing and qualifying, but the main aim is to re-train the team on how to ensure



they genuinely have the customers' best interests as their priority.

The company consistently carries out research to understand their Customer needs. They have commissioned a research paper on the changing needs of 'baby boom' Customers for the coming 5 years. They expect this to help develop and enhance the Customer service and lifestyle offerings as the business continues to

grow.

In the past 12 months a Customer Relations department has been introduced whose responsibility is to answer all incoming calls, and make outgoing calls to those on the Churchill database to keep them informed of build progress and lifestyle events taking place that may interest them.

