

#MAKEMYDAY

We want to provide our customers with unrivalled customer service. Through working with our customers to create our strategy for our unrivalled customer experience, we know that customers want to know about the great work we do locally and to be made to feel special.

One of the ways that we've done this is through a week of quite extraordinary activity to coincide with Customer Service Week in October 2016. We took to the streets and went out into our communities to surprise customers and specially selected community groups with treats and gifts to 'make their day'.

Each day we surprised customers that had been nominated by friends, neighbours and family members with a gift. This included a gift of £500 for Taylor who has severe cerebral palsy and wanted a beach wheelchair so he could enjoy visits with his family.

We also surprised a number of community groups with gifts – ranging from a £500 donation for tables and chairs for an over 60 club, to taking 22 community café volunteers in Darlington with learning difficulties for a 5 star afternoon tea treat.

As well as the bigger surprises, we took our community engagement hub, 'Flo', to a different location each day and did a special lucky dip for residents on their high streets. Everyone won a prize and 100 lucky people won a bigger prize like meal vouchers for a local restaurant, flowers or tickets for a local attraction.

One of our customers, Mike Conyers, lost his sight when he was 12 years old following a cricket accident. Despite this, he's an inspiration through his charity work. Mike loves the smell of fresh flowers. We surprised him with a large bouquet of flowers and we have arranged a monthly delivery of flowers for the next year.

Mike said: "I hadn't a clue anything was a-foot! Flowers and smells brighten up life and they're so important for me. Surprises make life interesting and surprising - thank you."

BY THE END OF THIS SPECIAL WEEK, OVER 2,000 CUSTOMERS WERE DELIGHTED AS WE HAD MADE THEIR DAY!