



This is to certify that

## Generate UK Limited

Thatcham Business Village  
Colthrop Way  
Thatcham  
Berkshire  
RG19 4LW

has been awarded

## Compliance Plus for Customer Service Excellence

in the following areas:

- 1.1.1 We have an in-depth understanding of the characteristics of our current and potential customer groups based on recent and reliable information.
- 1.1.2 We have developed customer insight about our customer groups to better understand their needs and preferences.
- 1.1.3 We make particular efforts to identify hard to reach and disadvantaged groups and individuals and have developed our services in response to their specific needs.
- 1.2.1 We have a strategy for engaging and involving customers using a range of methods appropriate to the needs of identified customer groups.
- 1.2.2 We have made the consultation of customers integral to continually improving our service and we advise customers of the results and action taken.
- 1.2.3 We regularly review our strategies and opportunities for consulting and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.
- 1.3.1 We use reliable and accurate methods to measure customer satisfaction on a regular basis.
- 1.3.4 We set challenging and stretching targets for customer satisfaction and our levels are improving.
- 2.1.1 There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers.
- 2.1.2 We use customer insight to inform policy and strategy and to prioritise service improvement activity.
- 2.1.3 We have policies and procedures, which support the right of all customers to expect excellent levels of service.

Certificate Number  
**20/3271**

Initial Certification Date  
**30<sup>th</sup> November 2021**

Issue Date  
**17<sup>th</sup> December 2021**

Signed

Expiry Date  
**30<sup>th</sup> November 2022**

Revision  
**00**

on behalf of  
Centre for Assessment Limited

Certificate 1 of 2 -To be displayed with main certificate



This certificate remains the property of the Centre for Assessment and may be withdrawn without notice and is valid based on the above named organisation ensuring continued commitment to compliance against the harmonised standards as defined and or associated.

Centre for Assessment Ltd, Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW  
Web: [www.centreforassessment.co.uk](http://www.centreforassessment.co.uk) Tel: 0161 237 4080



## Generate UK Limited

### Compliance Plus for Customer Service Excellence Continued:

- 2.1.4 We ensure that all customers and customer groups are treated fairly and this is confirmed by feedback and the measurement of customer experience.
- 2.1.6 We empower and encourage all employees to actively promote and participate in the customer-focused culture of our organisation.
- 2.2.1 We can demonstrate our commitment to developing and delivering customer focused services through our recruitment, training and development policies for staff.
- 2.2.2 Our staff are polite and friendly to customers and have an understanding of customer needs.
- 2.2.3 We prioritise customer focus at all levels of our organisation and evaluate individual and team commitment through the performance management system.
- 2.2.4 We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.
- 3.1.1 We make information about the full range of services we provide available to our customers and potential customers, including how and when people can contact us, how our services are run and who is in charge.
- 3.2.1 We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.
- 3.2.2 We take reasonable steps to make sure our customers have received and understood the information we provide.
- 3.2.3 We have improved the range, content and quality of verbal, published and web based information we provide to ensure it is relevant and meets the needs of customers.
- 3.4.1 We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrable benefits for our customers.
- 3.4.2 We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.
- 3.4.3 We interact within wider communities and we can demonstrate the ways in which we support those communities.
- 4.2.3 We can demonstrate that we benchmark our performance against that of similar or complementary organisations and have used that information to improve our service.
- 4.2.4 We have developed and learned from best practice identified within and outside our organisation, and we publish our examples externally where appropriate.
- 5.3.1 We monitor our performance against standards for timeliness and quality of customer service and we take action if problems are identified.
- 5.3.3 Our performance in relation to timeliness and quality of service compares well with that of similar organisations.

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