



Forthcoming events

REAL SERVICE Residential Group Lunch

12:30 - 14:30 on

Thursday 20th November

at **Pattersons Restaurant**

1 Mill Lane, London W1S 2AX

REAL SERVICE "Sustainability" Occupiers Perspective

08:30 - 10:30 on

Tuesday 25th November 2008

at **Prupim**

City Place House, 55 Basinghall Street,
London EC2V 5DU

REAL SERVICE Networking Lunch

12:30 - 14:30 on

Thursday 4th December 2008

at **Pattersons Restaurant**

1 Mill Lane, London W1S 2AX

REAL SERVICE Christmas Social

18:30 - 20:30 on

Wednesday 10th December 2008

at **London**

Dear All,

Click on the newsletter item you wish to view

- **Welcome to a jam-packed October issue of REAL News**
- **What you really think of Real Service**
- **New EPC's working party to be formed**
- **Start your day with a sustaining breakfast**
- **Benchmarking dates set for 2008/9**
- **Venue announced for our 'Credit Crunch' Christmas Social**
- **First REAL SERVICE joint event rouses heated debate**
- **You're invited to lunch**
- **PRUPIM's Liz Sills goes under the spot light**

In this Issue of REAL News

As you'll see from our opening story, the results of our members' consultation study are in, which should make for some interesting reading.

To ensure the smooth-running of The Best Practice Index, which kicks off again shortly for our commercial members, we've drawn up a detailed timetable informing you what needs to be done and by when.

We're also calling on any members interested in the subject of Energy Performance Certificates (EPC's) to be part of working group to devise a REAL SERVICE Best Practice Guide to EPC's.

Finally, make sure you read Liz Sills' fascinating insights into customer service in our first members' Q&A.

Remember, your feedback, ideas and contributions are welcome. Please contact REAL SERVICE manager Louise Freethy on telephone 0207 887 6155, or email lfreethy@real-service.co.uk



Your feedback

Firstly, thank you to the 22 members who took part in the REAL SERVICE Member Consultation/Perception Study over the summer. It's been two years since the last study and as before, your comments and feedback are enormously valuable in revealing what you like and don't like about the way REAL SERVICE is run and managed and how we can take the

The Old Star , 66, Broadway,
Westminster SW1 H1DB

**REAL SERVICE Networking
Lunch**

12:30 - 14:30 on

Wednesday 21st January 2009

at Pattersons Restaurant

1 Mill Street, London W1S 2AX

**REAL SERVICE Breakfast
forum - Delivering world
class service**

8:30 - 10:30 on

Tuesday 24th February 2009

at London

Venue TBC

**REAL SERVICE Networking
Lunch**

12:30 - 14:30 on

Wednesday 18th March 2009

at Pattersons Restaurant

1 Mill Lane, London W1S 2AX

**REAL SERVICE Results
Conference**

09:30 - 13:30 on

Wednesday 22nd April 2009

at London

Venue TBC

**REAL SERVICE Study Tour
on**

13th - 15th May 2009

at UK Study Tour

Venue: TBC

REAL SERVICE Workshop

organisation forwards in the future.

There's not room for a full, in-depth analysis here, so here's just a flavour of what came out:

Starting with the positives, it's great to learn that everyone questioned rates the people who manage the club highly, with 100% giving a rating of 'good' or 'excellent'. The same answer comes shining through when members are asked to rate the overall management of REAL SERVICE, with 100% giving a rating of 'good' or 'excellent' – up nearly 20% compared to two years ago.

90% of members questioned also rate highly the customer service they receive (a 12% increase on the 2006 study), and 75% report being highly satisfied that REAL SERVICE is delivering the expected level of service.

As far as the quality and content of the events and meetings are concerned, 77% rate this as 'good' or 'excellent' - up 7% on 2006.

In terms of members' overall satisfaction, 68% give a rating of 'good' or 'excellent' (an increase of 11%) while 58% report that membership of REAL SERVICE is 'good' or 'excellent' value for money – up 7%.

Onto the not so positive, 30% of those questioned give a rating of 'poor' for communication with the steering committee. A number of members are calling for more frequent communication about the steering committee's actions and proposals, with several also suggesting a newsletter! Hopefully, you feel that REAL News, our new monthly E-newsletter, goes some way to filling the void.

We've also been going through your comments very carefully and it would seem that a number of common themes are emerging, many of which we are already actively addressing as part of our three-pronged strategy for the year ahead; this being to:

- engage with occupier groups
- raise the external profile of REAL SERVICE
- introduce new benchmarks

In fact, considerable progress has already been made with regard to engaging with occupier groups after we teamed up earlier this month with CoreNet Global UK to stage our first ever jointly-run event. (see later story). As far as new benchmarks are concerned, watch this space for news of the launch of the REAL SERVICE Service Charge Compliance Index. We will also be working hard over the coming months to ensure the work of REAL SERVICE is brought to the attention of wider audiences.

It would be easy to fill the whole of this issue with your feedback, but we won't because (taking on board your comments) we still have so much more this month to communicate!



EPC's working party members wanted

In recent months we've carried out a brief consultation with REAL SERVICE members on where they stand on the somewhat thorny issue of Energy Performance Certificates (EPC's) within their organisation. It would seem that there's

08:30 - 10:30 on
Wednesday 3rd June 2009
at TBA
Venue TBC

diversity of views on the matter and inconsistencies in approach. The key question is 'Who pays for them?' Should the cost be met for by the occupier, the property owner or a combination of the two?

In a bid to settle the issue, we are looking for members with an interest in this subject to form a working group to devise a REAL SERVICE Best Practice Guide to EPC's. This will determine who pays for EPC's and how they can best be procured most cost effectively.

If you are interested in being a member of the working group please contact Louise Freethy on telephone 0207 887 6155, or email lfreethy@real-service.co.uk



Join us for a sustaining breakfast

EPC's will be among the topics up for discussion on 25 November at our next Breakfast Meeting entitled 'Sustainability – an Occupiers Perspective'.

As mentioned in the last issue of Real News, guest speaker is Crispin Burridge, who heads a team responsible for the policy and delivery of sustainable construction within the Marks & Spencer Property & Store Development Group.

The line-up also includes Martin Stephen, Director of Health and Safety & Environment for PRUPIM, who will be speaking about his organisation's approach to EPC's.

The event from 8.30am-10.30am takes place at PRUPIM, City Place House, 55 Basinghall Street, London, EC2V 5DU. To book your place email Andrea Aron at: aaron@real-service.co.uk



Diaries at the ready...

For our commercial members it's time to get your diaries out and make note of some very important dates. These relate to the timeline set for the 2009 Best Practice Index.

The first date is 31 October, the cut off point for evidence. In other words, only evidence up to the end of October 2008 may be used to support your 2009 submission.

Between 3 and 21 November you are requested to visit the Members' Area of the REAL SERVICE website – www.real-service.co.uk – and book the date in January that you'd like to make your submission. Note that the last date for submissions is 30 January.

The last date for face-to-face Verification Meetings is 4 March. This is when assessments will be 'reopened' for seven days until 11 March, enabling you to make any final evidence changes. The last date that ratings can be entered is 13 March.

The all-important Tone of List (ToL) meeting is set for 17 March. This is when comparative checks are made to ensure consistency of scoring across the board. Decisions from the ToL meeting will be communicated to you via email on 23 March.

Reports are due to be issued to you on 17 April, with the Results Conference set for 22 April.

If you have any questions about the timeline for the forthcoming round of benchmarking please contact Louise Freethy on telephone 0207 887 6155, or email lfreethy@real-service.co.uk

- N.B. We are in the process of reviewing and making changes to the Best Practice Index Framework, i.e. the scorecard of the six building blocks upon which you make your self-assessment. The new version will be on the website on 3 November.



Ho ho ho

Looking further ahead is our 'Credit Crunch' Christmas Social on 10 December from 6.30-8.30pm. The Old Star at 66, Broadway, Westminster, SW1 H1DB has been booked for the occasion. This will be a chance for us all to forget the gloomy economic climate for a couple of hours and have a bit of well-deserved fun instead!



Fireworks fly over breakfast

The first time REAL SERVICE collaborated with an outside organisation to lay on a joint event it led to a lively discussion among 60 industry experts over breakfast.

We teamed up with occupiers group CoreNet Global UK and together invited an audience of landlords, managing agents and occupiers to get their teeth into the subject of 'Occupier Loyalty – Fact or Fiction'.

The discussion was led by four guest speakers: Vernon Blunt of Ericsson gave his views as an occupier of manufacturing premises in the UK and Ireland; Legal & General's Glenn Blake (who made it clear that L&G does not occupy any of its own property) spoke on his experience of other landlords; Paul Dickenson of Land Securities added fuel to the fire by giving the landlord's perspective while Paul Harding of DTZ spoke from the standpoint of a managing agent with a mix of clients.



Let's lunch

Also coming up is our next Networking Lunch on 4th December from 12.30-2.30pm at Pattersons Restaurant, 1 Mill Street, London W1S 2AX. Places are limited to 14. To book your place, email Andrea at aaron@real-service.co.uk



Under the spotlight

Liz Sills, Customer Relationship Manager for PRUPIM, is put 'under the spotlight' in our first members' Q&A:



●When was the last great service experience? John Lewis at the weekend when I bought a new tumble dryer. The lady had great knowledge of the products and complete flexibility on the delivery options including making a call ahead of delivery to enable me to ask a neighbour to cover the delivery without having to wait in all afternoon. Just what you need - a can do attitude.

●What three words would you use to sum up great service? The three words anyone asks about you in any relationship are Can I Trust you, Are you Committed to me and Do you Care about me. So my three words are Trust, Commitment and Care.

●What part of your service delivery are you most proud of? PRUPIM's Key Customer Programme, we demonstrate our willingness to engage with our customers to seek out solutions for the benefit of all.

●Why is REAL SERVICE important to you/your organisation? Real Service is a catalyst for change within our industry and it provides many opportunities to share best practice for the benefit of our customers and PRUPIM are keen to play their part in improving the landlord and occupier relationship for the long term.

●Do you think service delivery is instinctive or learnt? There are elements of both. Some have a natural instinct to serve others but there are definitely techniques which you can learn which enhance the levels of service of even the most accomplished service givers. We have engaged with Mary Gober International to train over 200 of our team and I know that our customers are already seeing a real difference in our approach as a result.

● If you were a car what would you be and why? Something a little different such as a Morgan - nippy about town, great on the open road and most definitely a memorable experience!

Liz Sills is responsible for managing PRUPIM's relationship with its occupier customers and for the continual enhancement of customer service for the benefit of owners and occupiers alike. She joined PRUPIM in 1982 and spent four years working with the in-house legal team before moving to property management. Liz is a member of the British Council of Shopping Centres and represents PRUPIM as a member of REAL SERVICE.

