



SHARKEY
PROCEDURES
KEY ACCOUNT
MANAGEMENT



Key Account Management is at the heart of communication and understanding the business needs of our clients. It allows the highest level of communication between principals and it has proven to add value to the projects we have been and continue to be involved in.

Openness and honesty has led to a stronger and more efficient communication leading to non-confrontational decision making. Our Key Account Management process links our senior management to each project in order that our site delivery team have full support of our business and a route to other support functions within the organisation such as buying, estimating, surveying, health and safety and building services.

As a meaningful audit for our project performance we implement our Client Service Questionnaire (CSQ) where measurable indicators are set for pre-contract, mid-contract and post contract input by Sharkey. This process is essential for our continuous improvement programme that informs all areas of our business on our performance.

As a structured and measurable process, the CSQ asks distinct questions and these are there to augment project specific KPI's (Key Performance Indicators) that we set in collaboration with the Client team prior to site works.



Sharkey are an ISO 14001 registered company and in conjunction with our Corporate Social Responsibility policy, in house Health and Safety team and sustainable credentials we can then set KPI's which are meaningful for each project and not merely a tick box exercise.

We know CSR (Corporate Social Responsibility) is a wide ranging subject that invokes sustainability and it is not our intention to fill pages with policy information that can be obtained elsewhere in our submission or, indeed, with unnecessary words that allude to the CSR but cannot be substantiated. This subject is deliberately covered under KAM as we take it seriously, implement properly and professionally and believe it adds value to our service offering and underpins the relationship we have with clients.

That is to say, because we demonstrate our policies through the projects we deliver, it engenders a level of trust with our clients such that issues like health and safety or sustainability are properly considered. This building of trust leads to the best possible KAM.

Beyond the project level monitoring and CSQ process, we always look to a scheduled meeting with our clients which reviews business to business issues and maintains focus on the relevant obligations of each party. This has been demonstrated to clients through submission of our draft Memorandum of Understanding.



SHARKEY VITALS

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SUMMARY

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