

Stretch Aim -

To increase membership renewals of Fife Play Resource from 43% to 75% by March 2018.

Background

Fife Play Resource is a toy lending service based within Fife Council. Our initial focus was to increase new membership of the Play Resource within the Fife community. Our initial aim was revised due to developing a better understanding of the issue which revealed that we were gaining new members and the issue was around customers not renewing their memberships.

Achievements

Improved systems and processes including:

- Recording of member information
- Customer care
- Service promotion
- Intelligence gathering
- Delivery processes

Quality Feedback

CUSTOMERS:

'I have been very happy with the service provided. The service has always been reliable and at times when changes have occurred this has always been well communicated' (Childminder)

'I would just like to say a big thank you to you and the guys at the Play Resource for the service that you provide. It is an excellent and very worthwhile resource. There is a great choice of equipment to choose from and the new online booking system works well' (Childminder)

'Fife Resource offers an excellent service with a great variety of equipment/toys for all ages. It assists our Out of School Club in offering the children so many different activities throughout the year without a drain on our finances (Out of School Club)

'Just a message to say how thrilled we are with the service you all provide at Fife Resource. Orders also received promptly. Thanks again.' (Private Nursery)

'Just a note to let you know that, at Milton of Balgonie Primary School, we are all very impressed by the service from the Play Resource Team. It is so easy to order online and if for any reason the item isn't available there's an email sent out quickly from the team to let us know. The staff delivery team is always so helpful and nothing is ever too much bother. The quality of the play materials is excellent and well worth the money especially for a small school such as ours.' (Primary School)

STAFF:

'It has improved my day to day routine and made my working day more efficient'

'Using QI methodology has improved our overall work practice and team working. It has now become part of my everyday working life. I've learned more about different aspects of Fife Play Resource and how starting small can lead to overall improvements in the service we provide'

Results

- Gained 131 new members, 135 renewals and 179 non renewals
- Implemented new systems and processes
- Better intelligence of customer base
- Increased delivery efficiency

Next steps

- Develop social media awareness of service
- Customer feedback
- Continue testing customer prompts- emails and orders
- Develop promotional service information
- Development of loose parts play training

Measurement

