

What customers want in 2008

When we ask customers for feedback they don't dwell on service levels or fees, writes Phil Hammond, LABC National Director of Business Development. Instead, their top priority is to ask for more information, help and training

By Phil Hammond
LABC National Director
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Development



As the Building Regulations change and develop customers want fast updates and practical guidance on what they should consider in the design and build phases. This isn't about professional training for accredited qualifications or CPD, but is focussed on what has to happen in a practical way on site.

Customers want to know how to put the Building Regulations into practice. This feedback is the same whether from national PLCs or local builders. Left to themselves they admit that they frequently over-engineer or come up with the wrong solution. LABC, they say, should provide more help. They also say that they would prefer to get updates and guidance from LABC than

from any other source. But they need this input quickly and want a choice of dates, locations and media.

So we are embarking on two projects to help customers during 2008.

The first project is to expand LABC's 'Technical Guidance Notes.' These are already available on our website, but will be expanded to cover many more topics over the coming months.

Customers are welcome to register at www.labc.uk.com and to become a 'Guest' with permanent access to our Members' Area. This will provide customers with access to LABC Guidance Notes and lots of other helpful information.

The second project is the launch of LABC Training. LABC members already deliver a lot of customer

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training with updates and seminars on technical aspects of the Building Regulations. But these events can be hard to find for people outside a local area – plus they are relatively infrequent and not repeated in a consistent way around the country. So we are establishing LABC Training to supplement existing regional activity and to develop new updates and workshops more quickly. This will provide customers with access to a full national programme from a source that they know and trust.

We are very ambitious for LABC Training and are currently recruiting a Director of Training to develop the content, media and national programme. It will be delivered locally and support existing local relationships. Gradually as the programme is developed, customers will find that they have more access to updates and training, both on new and essential core topics.

Announcements will be made early next year detailing the availability of LABC Training. Meanwhile, if customers want to access local or regional events (or for bigger companies to arrange a tailored session by LABC in their own business), they should contact me at LABC. Details below.



LABC Training will focus on practical issues that are relevant on site

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