

Meet the winners

Bryony Symes talks to the companies you rated highly to learn their secrets of success

Nick Page, commercial director, Swift Group
Gold Award for manufacturers of new caravans (Sprite)

We are delighted to have done well in the survey.

What is most important, though, is the recognition that our customers really enjoy and highly rate Sprite caravans. This means that we are definitely working on the right lines. But, here at Swift, we never rest on our laurels and are always looking at different ways to improve and enhance our products and services.

It is always fantastic when we receive high levels of satisfaction and excellent feedback from our customers.

This is really important to all of us at Swift Group, because we always strive to improve in all areas.

There are a number of different areas that I believe have contributed to this.

Areas such as product design and development, exclusive features such as Swift Command, Duvalay and Swift Connect are all improvements to our offerings in technology, construction and comfort. I think the investment in construction technology, such as SMART HT and SMART Plus, have really seen Swift drive forward and provide reassurance to customers that their caravans are built on a very solid and reliable platform.

Popular layouts and fresh designs, I believe, make all our caravan ranges great value for money.



Looking at our 2016 range, I can say we have something for everyone.

We monitor feedback closely because this is essential in helping the company improve its products and services.

We take feedback very seriously and are investing for the future.

There are several upcoming changes, such as huge

investment in our production facilities.

We now employ more than 1000 people and this is testament to the popularity of our products. We have exciting new products in development for launch in the near future. I am very excited about the reaction to these!

When a rare instance of an issue arises, we have an excellent dealer network that can handle it.

That's as well as a superb customer-service team and online support in the form of Swift Talk, our online forum where customers can message our Technical Department with queries. We are approaching 16,000 members which is, in our view, a fantastic achievement.

Sprite (Swift Group)

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Alistair Cruickshanks, sales manager, Oxford Caravan Centre
Gold Award for suppliers of new caravans

This is a fantastic result for everyone involved at Oxford Caravans.

What possibly pleases us more is that we are sustaining a level of customer satisfaction, which means our customers continue to return year after year. In 2014, our group (Swindon Caravans Group) received a Silver Award and in 2015 we achieved Gold. Another strong result just backs up our hard work and what we are trying to achieve.

We feel extremely proud that this result is based on feedback from customers.

It's great to have our efforts recognised; to demonstrate a consistently high level of service is very satisfying, and confirms

that we provide what our customers expect and deserve.

We set our standards high across all departments and our staff have a wealth of knowledge and experience.

We also try to be as open and honest as possible. Problems will inevitably happen but are limited by the processes we have, and we have excellent staff who can deal with issues effectively.

When problems arise, we have a dedicated after-sales team to answer questions.

That's whether they are pre-purchase or, possibly more importantly, post-purchase. It is important that our service does not end once the customer leaves the premises.

Most importantly, we listen to our customers.

To keep track of how we are doing, every customer receives a survey once they have collected their caravan. The vast majority provide very positive feedback, but more important is how we respond to anything negative. We always strive to improve the customer experience.

Customer expectations are rightly very high.

So our customer service needs

to match or, preferably, exceed these expectations. Our workshop team is fully trained in every aspect of caravan engineering, so that any faults can be ironed out and every customer receives a live and comprehensive handover to ensure that they are comfortable with the workings of the caravan before towing it away.

This all makes for a very settled branch with a great team and customer base.

So much so that we recognise that we need extra capacity within our workshop in order to cope with demand. This is something we will be working on in 2016, so watch this space!



Oxford Caravan Centre

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