



## **Better customer experience – better customer journey:**

Charter of the Bulstrad Life Customer and  
Decalogue of the Bulstrad Life Employee

**Diana Valkova, Bulstrad Life**



### **Please briefly describe the initiative.**

In 2021, we started the special project "Culture of Service" with the understanding that it is important for both external and internal customers of the company to feel taken care of, because satisfied customers and good relationships with them are the foundation of any successful business.

As a result of the joint efforts of the Bulstrad Life team members, participating in the special project "Culture of Service" two extremely valuable and fundamental documents have been created and promoted in 2023.

These are the Bulstrad Life Decalogue and the Bulstrad Life Customer Charter, which contain the essence of our understanding of a modern, quality and better level of service and communication.

The Decalogue of the Bulstrad Life employees consists in 10 easy step-principles and it seeks to 'take the pulse' of the customer. In general, it aims to help the employees make sure they offer a high level of service to the customers they communicate with.

Alongside this we have also introduced a Bulstrad Life Customer Charter. It contains 10 promises to our customers that we are committed to delivering and is a natural extension of the principles set out in the Decalogue.

The Charter is published on the Bulstrad Life website. It is also available on posters hanging prominently in every Bulstrad Life office.

Each company employee received their own personal copy of the decalogue, which is printed in a convenient format for placing on a desk. Each new employee also receives their own copy of the Decalogue as part of their induction.

### **What were the benefits?**

Involving the employees in inventing and implementing the Charter and the Decalogue into practice is another way to demonstrate our understanding for better customer journey and better user experience. This is also a way to take care of both internal and external clients of Bulstrad Life by putting into practice two simple tools serving as validation that we are always taking the pulse of smooth and professional interpersonal communication.



## Who were the main stakeholders involved?

- Bulstrad Life employees, incl. sales force
- Bulstrad Life customers
- Bulstrad Life shareholders
- Bulstrad Life partners
- Bulgarian society

## What were the major learnings and challenges you had to overcome?

Initially the project was set to start earlier, but the Covid-19 pandemic caused some delay. There were many internal meetings and discussions in small teams of employees, which had to be done during the Covid-19 pandemic times and had to be postponed several times as we wanted to do these brainstorming sessions face to face rather than have it online.

What we have learnt is that in such types of projects live meetings are crucial for the end result.

## Going forward, what are your plans to further develop the project?

We aim to install in our offices units for Customer Satisfaction Surveys. The pilot is planned to be in the headquarters of Bulstrad Life in Sofia where we also have Clients's Service desk.

*Are you interested in exchanging with Diana? Please feel free to contact her!*

### Diana Valkova

✉ [diana\\_valkova@bulstradlife.bg](mailto:diana_valkova@bulstradlife.bg)

☎ +359 2 460 41 15