

Member focused

- The member is at the centre of everything we do and can trust us to act in their best interests
- We focus on providing a personalised service to our members – we provide what they say they want, in good time, and offer what we believe they are likely to want
- We aim to go above and beyond what the member expects from us, delivering a ‘wow’ whenever practical
- We deliver great work, which is recognised as being great by the member
- We add value by ensuring members get the same or an even better deal than if they had managed the request independently. We also add value by saving the member time and managing the requests in good time

Continuously improving

- We include positive and negative feedback from members into our future plans
- We regularly give and receive feedback internally and externally in an assertive yet respectful way
- We see problems as opportunities
- When we do well, we share the reasons why and then examine how we could do even better
- We aim to improve efficiency and service levels simultaneously
- We invest in training and personal development to grow expertise within the company
- We embrace teamwork and knowledge management to benefit from the talent and expertise at Ten
- We help each other out. When the unplanned happens, we do what needs to be done and learn from it
- We encourage people actively to share knowledge, ideas, and expertise across the business

Trustworthy

- We always do the right thing for the member; we prioritise trust over short-term profit where there is a conflict
- Our management style sets the tone by being open and transparent
- Our default expectation is that our people and suppliers act with honesty and integrity
- We keep our word and manage expectations
- We work diligently on every request we receive
- We work flexibly in order to meet expectations
- We create sustainable relationships with our suppliers
- We conduct business in a manner that gives assurance that environmental sustainability is central to business decisions and procedures

Effective Innovators

- We want to develop the service as quickly as possible. We work with passion to ambitious timetables, and challenge everyone we work with to do the same
- We embrace technology when it enables us to deliver an even better service
- We are individually prepared to challenge the current course of action when required and will always do so when we believe our activities might run counter to deserving the trust of our members
- Our people are open to change. We give them practical support to learn fast, meet challenges and achieve excellent results