



CUSTOMER SERVICE GUIDE TO BEST PRACTISE PROCESSES

DIRECT, LOG AND RECORD THE FEEDBACK

Customers will contact you for a number of reasons; it could be before, during or after a transaction has taken place. It is therefore important that all staff are provided with the tools and the training to assist customers with their enquiries.

There should be a flow chart in each customer service handling area clearly showing the handling and pass off of contacts to other areas.

DIRECTION AND OWNERSHIP

Why is this important?

So the staff know where to direct any customer feedback they cannot handle themselves.

So the customer can trust that their feedback will be handled by the right area.

Contacts and feedback will arrive by a variety of means, eg: letter, fax, email, phone call, txt – to any area of the business.

Everyone in the company should be empowered to accept and welcome customer feedback and to record it.

All staff should be able to resolve a customer query or complaint to the best of their judgement but also must be aware of when and where to direct a customer complaint or any feedback which is outside of their control.

Getting the contact to the right place for further handling is a critical factor in customer satisfaction. For example, if a customer calls and is transferred to several different parts of the organisation, and perhaps not to the right place at all - he is likely to be discouraged, creating additional dissatisfaction and more likely to generate negative word of mouth advertising, which may result in escalation both inside and outside the company.

The customer service departments will generally handle the customer contact after a transaction has been completed and probably after an invoice has been issued. It is necessary that all staff in this department are aware of the full customer journey and processes throughout so that a knowledgeable and confident response is provided.

KEY MESSAGES:

- Everyone to welcome any customer feedback
- All staff to know where to direct the contact if they are not able to handle or record it