



CUSTOMER SERVICE GUIDE TO BEST PRACTISE PROCESSES

LOGGING/RECORDING OF THE CONTACT

Why is this important?

So the company knows the number of, the priority, the reasons of the type and the efficiency of the handling of the customer contacts.

So the customer has trust in the fact that their feedback is accurately recorded.

All customer contacts/feedback must be recorded and logged into a central system. If the contact is received at an outlying store/depot etc, there must be a mechanism for the contact to be recorded and forwarded to the central records. Ideally every customer touch point in the organisation should have an IT system in place which is easy to use for all staff to be able to log that feedback.

The contact should be logged to a description which is an accurate recording of what the customer has reported. Ideally all staff throughout an organisation should be provided with clear guidelines and examples of which description to use to ensure consistency and clarity.

This accurate logging is very important because it will provide the management information to identify root cause problems for changes in procedures and processes in the customer journey, as well as providing opportunities for further customer loyalty programmes and customer excellence practice.

For example, this contact and the reporting will provide local analysis as well as consolidation reports. Therefore the right description and accuracy of the customer feedback is paramount right from the start. If inaccurate information is entered then reporting will be meaningless to the audiences it is provided to in order to help improve any customer delivery programme.

The descriptions should be updated on a regular basis to accurately reflect the customer journey. They should also be grouped together for summary analysis as well as detail. Ideally customer verbatim comments should be captured to help further identify the customer perceptions as well as process issues. Sometimes a customer will comment on the personal service delivery as well as the process, and this again will be helpful to identify training needs.

KEY MESSAGES:

- Revisit contact descriptions regularly to ensure they reflect the customer journey
- Record the contact as accurately as possible
- Rubbish in – rubbish out.