



CUSTOMER SERVICE GUIDE TO BEST PRACTISE PROCESSES

THE FUNDAMENTALS OF EXCELLENT CUSTOMER SERVICE

Customer satisfaction and service has played a very important part in the growth history of many companies. Delivering high levels of customer service is one of the key differentiators from your competitors in the market place.

By measuring and monitoring customers' likes and dislikes you will have the exceptional opportunity of being able to adapt your service to meet and exceed your customers expectations, needs and demands.

Superior service delivery, together with resolution of complaints to the satisfaction of the customer, will ensure customer loyalty to your company. Loyalty in the form of repeat purchasing is extremely important, and will of course result in higher revenue and profit.

In the case of a negative comment the feedback is valuable for keeping the company aware of which areas need addressing to satisfy all customers. External research has shown that complainers are frequently an organisation's most valuable customers in terms of total spend and profitability.

External and internal research shows that in business today approximately 30% of all customers have some dissatisfaction with a transaction, either process or personal service or even both, but they do not take the time to complain or enquire. Fewer than 1 in 20 customers with a complaint actually make the effort to complain. This is usually because they do not think it will do any good.

However, where a complaint is handled effectively and to the satisfaction of the customer, 91% will continue to use the service. As it is 4 times cheaper to retain a customer than it is to find a new customer, it is most important that you do everything in your power to retain our customers.

All your employees should understand the fundamentals of excellent customer service:

- get the job done right the first time
- every customer contact whether positive or negative is welcomed
- every contact is handled to the customer's satisfaction, while protecting your company assets
- every contact is logged and recorded into a database
- internal errors are eradicated wherever possible through corrective root cause actions
- the customer voice in the database is reported in a relevant way for management information.
- the reports should be summarised, analysed and diagnostic support is provided and reviewed for continuous improvement of your service delivery and additional marketing opportunities for customer loyalty and growth.