

## **[enter your company name]** **customer services performance standards strategy**

[Enter your company name] is continually committed to improving overall Customer Satisfaction.

### **Key Performance Measures**

- A 3 ring policy
- All queries and messages are responded to within 4 to 6 hrs
- The majority of customer complaints are satisfactorily closed with client confirmation within 24 hrs. Otherwise further time is mutually agreed.
- Telephone / Fax acknowledgment of purchase orders placed.
- A delivery questionnaire is despatched at least twice a year to 50% of our top 125 client base.
- We have knowledgeable staff fluent in numerous languages such as English Chinese, French, Italian and Spanish. (and American!)
- We measure overall customer feedback & satisfaction through a methodology called RATER.

'RATER' measurement process. Definitions being:

RELIABILITY, ASSURANCE, TANGIBLES, EMPATHY and RESPONSIVENESS. With particular focus on empathy & responsiveness.

- Clear objectives and Key Performance Indicator measurements for staff ensures highest standards of professionalism & service
- Two 'career development reviews' (otherwise known as appraisals) for each member of staff per year. (see documents in people / recruitment section)
- Dedicated sales manager supported by account manager assigned to each customer account with holiday cover pre-planned and announced in advance.
- Sales consultant will visit key clients regularly to discuss mutual objectives, goals and opportunities.
- Customer Service partners will also visit some customers
- Consultative approach – we won't sell you unsuitable products, we will sell you original and innovative products.
- Random customer service check-up templates are sent to customers
- Quarterly customer service survey's

**Customer retention is a great measure of a company offering exceptional customer service.**

