

**D - Loving the Fans - Customers Overview**

<u>Doc. Ref</u>	<u>Document Title</u>	<u>Description &amp; Purpose of Document</u>	<u>Who Would Benefit from Use</u>
<b>D1</b>	<b>Customer Retention Plan</b>		
D1	Customer Retention Activities	Quick tips and thoughts on how to work on client retention activities	Company reputation protection / customer service measure / sales feedback for ongoing client development
<b>D2</b>	<b>Customer Care</b>		
D2	Key Considerations for Customer Care	Business must plan for the areas / support that it puts in place for different levels of client care	Customer Care / order process people
D3	Customer Service Global Performance Standards	Expectations need to be established so that a record is kept to maintain a consistency of knowledge and client care throughout the business	Company-wide understanding of the service promise is important
D4	Customer Order Process	We believe a clearly diagrammed flow of the activities / actions and processes required to deliver goods should be understood and educated throughout your company – visual flow charts are priceless in perfecting the steps of delivery	Company-wide understanding of the service promise is important
D5	Customer Complaint Process Flowchart	Record keeping of complaints ensures ownership, resolution long term and trend analysis to ensure customers gain consistent care	Customer Service Leadership and team
D6	Customer Complaint letter reply	A template example for how to respond effectively to client complaints process	Customer Service Leadership and team
D7	Customer Complaint letter reply follow up conclusion	A template example for how to respond effectively to client complaint resolution summary	Customer Service Leadership and team
<b>D8</b>	<b>Customer Audit</b>		
D8	Customer Satisfaction Survey	Example of simple document you can apply to randomly monitor delivery satisfaction /also now automated process systems available	Customer Service Leadership and team
D9	Delivery Service Questionnaire	Looking for client feedback on delivery service – demonstrating consistency to deliver the perfect order	Customer Service Leadership and team
D10	Average Invoices trend report	A method to simply analyse the activity level of your order processing department and trends in order types to understand order mix	Management
	<b>COMING SOON</b>		
	CRM Systems		