

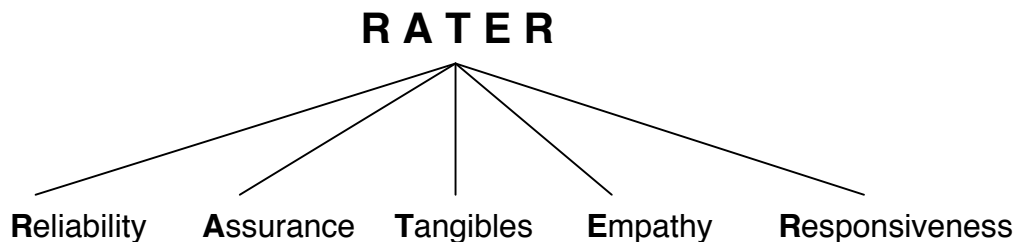
customer service at [enter your company name]

“delivering the promise”

Customer Service [year] Plan Objectives:

- 1) To increase the overall retention of our top 100 customers
- 2) To increase overall annual customer satisfaction rate in particular increasing delivery performance rating from 87% to 95%
- 3) To pro-actively increase communication / PR with our customers particularly with relevance to our overall improvements
- 4) To increase the positive culture within our business of customer satisfaction through being role models

Customer Satisfaction is measured through a methodology call



RELIABILITY	Concerns dependability, meeting promises, consistency of performance
ASSURANCE	The ability to inspire trust and confidence in customers
TANGIBLES	Includes the physical manifestations of service ie: brochure / buildings
EMPATHY	Refers to practices that suggest respect, caring and individual attention
RESPONSIVENESS	Willingness or readiness of employees to help and provide a timely service

Measurement Tactics

DAILY **Comment Logging** – occurs on a daily basis as a matter of course



WEEKLY/MONTHLY

After Sales Service & Random Auditing – methodology used would most likely include:

- (i) Yes / No answers
- (ii) Please rate out of 10 (1 – 10)
- (iii) Strongly agree – Strongly disagree

ANNUALLY

RATER Audit – annual questionnaire and or focus groups taking all Aspects of Rater into consideration

The advantage of performing this final audit is that we can obtain further information about:

- (i) Performance across Market Sectors
- (ii) Performance of Top 100 accounts vs others
- (iii) Performance against customer expectations
- (iv) Performance against competitors

Once this process has been completed 2 key actions will follow:

- (1) Drive feedback into our Business Plan for the following year
- (2) Communicate, communicate and communicate our improvements to customers

Below shows how the annual process looks:

