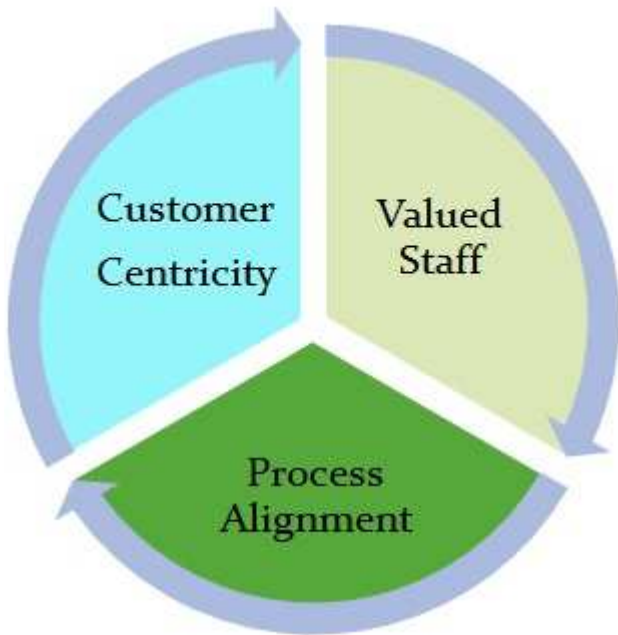


SmartGuide Customer Service

(Created by the QualityHelp Community at qualityhelp.org)

qh-trn-doc-1014-p

Success Key	Element	Methods
Know Your Customers	Understand your customer needs	<ol style="list-style-type: none"> 1. Understand who all your customers are, not only those who purchase your products or services. Consider potential buyers who make inquiries in the shop or by browsing your online catalogue or mail-outs. Also consider potential customers for new or varied products. (Document the full spectrum of your customers and communicate across all staff and teams through team meetings, staff inductions and training workshops) 2. Don't limit your understanding of customers to external purchasers. Many purchases are made for resale or other end users eg. family members and buyers of assembled products and services. Most internal staff and teams tend to be both customers and providers of one form or another. (Document all customers and providers in a production line or service process, and target them all with the same efficiency and respect) 3. Supply chains extend on the production line, including external suppliers, contractors and internal service or support silos, often cross geographical boundaries and partner companies in a large organisation. (Use Visio, LEAN tools - SIPOC and Value Stream Mapping to understand supply chains, conflicts, delays, waste and opportunities for process improvement and cost savings)
	Understand your market opportunities	<ol style="list-style-type: none"> 1. What are your customer requirements and needs in terms of product, quality, service and post sales support? (Use customer surveys, short and detailed, forms and online) 2. What does your customer expect as part of the delivery package? What is the customer prepared to pay for in terms of added value. Understand and minimise internal non-value processes and costs that annoy the customer. (Surveys and VSIs) 3. Pro-actively seek and provide value added services, product options, support, information and customer care beyond the needs and specifications. This generally "delights" and improves the customer experience and shared stories. (Use surveys and total staff engagement, brainstorming, suggestions for innovative solutions)
	Understand your customer needs	<ol style="list-style-type: none"> 1. Invest in market research and imaginative, multi-level customer surveys. (Collect and analyse Customer and market data and trends, including complaints and negative feedback. Use qualitative and quantitative data to generate use reports and trend data) 2. Value and support your existing customers, providing unexpected added value and innovation to delight. Establish and nurture customers as "partners" and references. (Use VOC - Voice of the Customer, and customer "wish lists" to realise potential) 3. Continually review both your aging products and services catalogue, and compare with your competition. (Set aggressive Visions targets with matching Mission and Customer Service Plans)



Customer Centricity

By applying inspiration, integrity and integration to the planning and management of Customer Service, a company will automatically be applying appropriate, best practice and methods in their Business Process Improvement strategy.

Furthermore, the Customer Experience pendulum will start swinging to the **Excellent** end of the survey scorecard, but approach a new benchmark of- **Outstanding**

