



# **Business Transformation Solutions**

**Customers are the Lifeblood of any business.  
Without Customers, there is no business!**

**10 Steps for Improving Customer Service**

# What is Customer Service?

## Definitions:

“Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.”

“Customer Service is all interactions between a customer and a product/service provider at the time of sale, and thereafter. Customer service adds value to a product/service and builds enduring relationships.”

## Why is it Important?

Customer service is an extremely important part of maintaining ongoing client relationships that are key to continuing revenue. For this reason, many companies have worked hard to increase their customer satisfaction levels.

# What is Customer Service?

**Customer Service is a key enabler for Customer retention and acquisition**

**Excellence in Customer Service does not happen by accident, it needs work**

**The Customer may not always be correct, but they must be made to feel that they are correct?**

# 10 Steps to improve Customer Service

## 1. Calculate the value to your business of each of you Customers

Value can be revenue, margin, volume, strategic importance, or some other measure of importance  
Generally 80% of your business is coming from 20% of your customer base  
Do you offer the same level of service to ALL your Customers? Why?

## 2. Appoint a Customer Service Ambassador within your business

A trusted member of the staff who will view the world from the customers perspective  
Will have the authority to advocate on behalf of the Customer and your Customer Service Strategy

## 3. Segment your Customer base in terms of the value to your business

Break your customers into bands bounded by the value to your business

## 4. Develop a Customer Service Strategy for each value band (Appendix 1)

Decide what level of Service you wish to offer to each value band  
Are you currently offering the same service to all regardless of the value band they are in? Why?  
Is this impacting negatively on margin or cash flow?  
Generate a level of service you wish to deliver to the customer depending on the value band they are in

# 10 Steps to improve Customer Service

## 5. **Generate Metrics / Customer Service Measures (Appendix 2)**

How successfully are you delivering your product or service to your customer on an ongoing basis?

Develop simple metrics to allow you to determine how your business is performing on Customer Service.

## 6. **Develop a Customer survey to understand how Customers view your service**

Generate and circulate a detailed customer survey.

Ensure that all your critical customers give you a response / some feedback!

Review the surveys/feedback to ensure you understand your customers views

ACT on the responses you get, even if it is difficult!!!

## 7. **Have a Customer Service Review at least once per month chaired by your Customer Ambassador**

Meetings must have an agenda, be minuted and have actions

Review the metrics you have generated to ensure you have meeting the targets for each customer value band

Ensure that problems that have arisen have been “permanently” resolved

Ensure that the customer has been communicated with until issues have been resolved

# 10 Steps to improve Customer Service

## 8. Tell your Customers how well your are doing

Share your performance metrics with your customers regularly

When you resolve a customer issue, tell them you have resolved it and share data / metrics to demonstrate it is resolved permanently

## 9. Meet your critical customers regularly and Listen, Listen, Listen

Meetings must have an agenda, be minuted and have actions

Ensure they are aware of your performance and customer service metrics on an ongoing basis

Listen to their concerns / issues. Be sure you understand how they feel.

Act where possible to address their needs / issues. If you cannot resolve an issue, explain why and work hard at finding a compromise.

## 10. Continually review your Customer Service Strategy for Effectiveness

# The Strategic Dimension

Strategic Supply Chain Management and Logistics is about proactively building supply chain capability in advance of the requirement.

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