

# Good report about customer service

[Business](#), [Company](#)



## **Customer Service Policy**

The customer is usually the most important person for any business. This is because the main aim of doing business is to make sales and realize profit. This, of course, is impossible without customers- the demanders of the products offered by the business for sale at a price. It therefore follows that enterprises which intend to achieve success in business must be customer-oriented. For these firms, their customers are the ultimate reason for their existence. Failure to obtain, maintain and increase customers will give other competing firms a competitive advantage over the firm. It thus follows that satisfying the requirements of the customers is critical in meeting whichever goals set by the management of the business.

No matter how good a product has been developed, no sales will be made until the needs of the customer have been identified. It is also extremely difficult to convince a person to purchase a product unless his or her needs are comprehended. In other words, understanding the requirements of an individual is the main factor that converts a potential buyer into an actual purchase.

Customer service policy has rules which clearly define the expectations of customers of a given entity when it comes to service delivery and all their needs. The rules are used to boost the number of customers in a given enterprise at the same time promote customer loyalty. Customer service policy varies from business entity to another but there are specific factors that must be taken into account in any business setting.

## **Assessing sources of information on customer requirements and satisfaction level**

Companies and business enterprises have developed numerous ways of assessing their customer requirements and satisfaction levels. Some of the methods employed include the “ save and search”. Companies such as Utopy have developed applications such call recording which can capture conversations digitally from customers, and later can be searched and then analyzed. This application provides a clear picture of the emotional state of customers towards a business enterprise. With such information in place, business enterprises can respond immediately to the needs of their customers to keep them happy. The media is another effective way which provides a clear picture of customer needs and their general attitude towards a company or business enterprise. There is faster movement of the world and information that we have grows rapidly in an exponential way each single day. In order to understand a company’s impact in the market, there is need to understand what everyone talks and measure all this information. Press coverage has a greater influence on customer sentiment. There are special applications and programs from companies such as Biz360 which can browse the web and search for unfavorable and favorable coverage of business enterprises. Such applications help business enterprises and their competitors determine how they are perceived. They show the nature of this perception from customer’s whether it is negative, positive or neutral. These applications also show the stand of a company’s brand value and give ways to improve it. Other unique ways of measuring customers’ satisfaction level and requirements include delivering on brand promise.

## **Customers staff customer records**

Any company or business enterprise needs to have a certain range of information on its staff, customers and the company itself. It is also very important to ensure that the information is secured and protected. For any company holding information of its staff and customers, it must ensure that it meets the terms and conditions contained in “ Data Protection Act 1998”(Rokes, 2001). Proper customer data management considers several areas. First a company or any business setting together with its staff should understand the “ Data Protection Act 1998”. This act governs storage and collection of personal information. It also governs any possible acts or systems of abuse. Secondly, a company needs to check if they need to register. The presence of a self-assessment guide explains how one can register through accessing the website of information commissioner (Rokes, 2001). Thirdly, a company needs to understand and comply with the eight principles of personal data protection. They clearly state that the set of data must be: lawfully and fairly processed, used only for limited roles, relevant, adequate and not excessive, accurate, not kept for longer than it is necessary, processed in line with data subject’s, secure and shouldn’t be moved to other countries without being secured and protected. Fourthly a company must identify the kind of information they need to keep and the reason for keeping it. There is need to use proper format of keeping personal data and develop confidentiality measures to maintain and keep data security. Lastly, any form of business should develop an effective retrieval system which can help access any stored information. In order for all these

to happen, a company must ensure that its staff is well trained in handling and managing personal data both manually and digitally (Rokes, 2001).

## **Customer requirements and satisfaction levels**

It is considered in any business that if sales could be compared to the engine that moves a business, then the fuel to this engine is customer satisfaction.

There are levels that clearly show customer satisfaction in any form of business. One is to meet the expectations of customers. When these level is achieved in business there are minimal or no complaints from customers. A business needs to be alert even after achieving this level because in the event a competitor does more all the customers immediately become ex-customers (Murley, 1997). The second level is achieved when a company exceeds the expectations of customers. This is done by giving a surprise to customers by extending and going beyond what they expect. This may be done by applying friendly service, fast service and making follow up phone calls to ensure that everything is in order. Thirdly a company needs to ensure it delights its customers where they do not only get good services from your enterprise but end up with a smile on their face as they walk away. Finally there is need to amaze customers (Murley, 1997). This level propels a company into the stratosphere. Accomplishing this level on regular basis helps business dominate and achieve wonderful and remarkable rates.

## **Suggesting potential improvements**

In any given form of business, focus is shifted on increasing sales and reducing expenses so as to maximize profit. In order to improve a business, one must consider the following ways. Reducing shrinkage which is aimed at

eliminating shop lifting and employee theft (Pepper, 1984). Increasing opportunities of sales where retailers should cultivate the habit of taking advantage of any slight opportunity to sell. Improving customer service promotes any form of business. This is achieved by developing customer-friendly policies and creating proper customer loyalty. Adding and improving new products to maintain customers. Increasing marketing by making advertisements to expand the business boosts it to greater extends. Lastly, lowering expenses and providing proper training for staff improves the business and keeps it on scale (Pepper, 1984).

## **Customer satisfaction questionnaire**

Dear ..

We are humbled to get the opportunity to serve you in our company. Please take a few minutes and give us a feedback on the service you received while in our company. We us a company value you as our customer and would like to give you the best services you deserve.

Sincerely, (MANAGER-NAME) Manager.

## **Were you satisfied with the way the company performed on this project?**

Basing on the treatment you got from this company, are you willing to complete another project with us?

Looking at the amount of money you paid for this project; do you think it was worth it?

How often do you sign up for companies for these projects?

How did your project perform last time you did it with a different company?

Were you satisfied with the results you got?

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What made you choose our company?

## CONCLUSION

In order to be efficient and effective, all companies must develop good policies and customer service practices. All investments must take into consideration the importance of excellent customer service, attract and retain clients at all times because business is competitive and in the event one company sleeps, it gives an open chance to a neighboring competitor.

## **Works cited**

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