Develop customer service plan

Business, Management

Consumer Service Plan and its Reflection of unit Innovative Widgets Service Plan The innovative widget is a business program that focuses on the improvement of the services that the business entity gives its actual customers (Soylu, 21–24 November, 2011, p. 18). The consumer plan of service will depict on the various ways of improving the service execution process as well as converting potential consumers into actual customers. Correspondingly, the following essay will articulate on the vision, mission and the auxiliary services that support the day to day services. In addition, the essay will enumerate the pricing policy in correspondence with the various research works that define the market.

Vision

The company will be the market leader in the next decade particularly in the service delivery to the consumers. Moreover, the business entity will also be a leader in terms of the consumer base due to the improvement in the services thus attracting more consumers.

Mission

The business entity aims at delivering services to the consumers that are friendly and in a professional manner. Similarly, the institution will deliver quality to the consumers thus improving the value of the service and reduce cost of services at the same time. The focus will also focus on both the internal as well as the external consumers (L., 2010, p. 16).

The standards of the products and the services

In the case of purchase of a product, the following should accrue;

The size should range from five millimeters to ten millimeters.

The tolerance of the size of the commodity should at least be less than four

percent in relation to the specifications. In the case of any defaults, a refund is given to a particular consumer.

Materials such as metals and stainless steel should strictly follow up to the standard (Dabb A., 2008, p. 9).

Materials will have a discount of five percent in case the customer makes an order on the internet

Any commodities that any customer buys will be delivered through the available delivering companies. The consumer will receive a notification of the company that will deliver his or her commodity. In the instance of delays, the delivery of the commodity will take part in the next twelve hours (K, 2004, p. 12).

The procedures and policies for identifying consumer needs

Policy

The institution operates under a consumer-oriented policy that tends to create a friendly relationship with the customers. The view tends to establish the expectations of the consumer and recognize the extent of the goodness of the prevailing services

Procedures

The company will contact the consumers through emails and telephone calls in an attempt of finding out their experiences and their consequent expectations. The business entity will also undertake a survey that will register five areas of study. The areas include assurance, the reliability, empathy, tangibles as well as successive responsiveness. Consequently, the business entity will undertake the analysis of the findings from the research (Krenn, 2011, p. 22).

The policies and procedures for acquiring customer feedback

Policy

The institution will establish both official and informal means of acquiring feedback from consumers.

Procedure

The institution tends to create direct telephone conversations with the consumers. The use of emails is also in place whereby appreciation of every email is mandatory in order to improve the feedback time.

Plan reflection

The policies and procedures will tend to operate from directions from the orders from the top most people in the institution to the employees who will execute the plans. In the legislation process, the provisions that pose as the requirements are in the hands of the management. In other words, the management will provide all the initiatives that affect the business entity. To document the strengths of the method the essay establishes a pilot survey.. The pilot survey will display the number of customers that the program will reach. Similarly, the amount of feedback from the consumers will be a component of the survey. An analysis of the demonstration will guide on the effectiveness of the proposition.

In accordance to the legal requirements, the project heads will demonstrate the details that entail the program to the legal bodies such as Solicitor's Regulation Authority. The most probable outcome is that the project will go through since it is one of the best in the innovative widgets sector. Consequently, customer feedback will at all times work in achieving the quality policy of the institution. However, the management will also carry a

thorough training program of the human resource with the aim of making sure that they comprehend the service plan. Response to any of the consumer's anticipations will also be in the shortest period as a step of apprehending quality. Any deviations from the blue print by the workforce will have penalties, and apologies will be mandatory to the stakeholders especially the consumer.

Bibliography

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