Innovative widgets essay

The firm provides widgets, which serve as components for machinery used by companies across industries. Innovative Widgets is a very customer centric company. Since it is small company with a specific focus on providing components, it needs to pay attention to the requirements of its customers. Their business model relies heavily in loyal customers, which lead repeat purchases over time. To achieve this, the company has to develop a string service based model to deal with its clients.

Vision Statement: We ant to create value for our customers so as to enable them achieve their vision. Mission Statement: To be the best components provider and service provider to businesses in the industry by delivering on our promise of quality product and service. Gather information on the customers through the following ways:- 1 . Direct interviews: Given the business model if the company, direct feedback from the client would be the best way to learn about the client and how to better serve them in future.

Direct interviews would also help with developing and increasing knowledge ease of the company regarding changing requirements in the industry. 2. Survey: Surveys are an effective tool in increasing knowledge if clients and industry standards. Surveys can be used to learn and improve product and overall service quality. 3. Active Listening: It is absolutely critical to pay attention and listen to the clients during interactions at various stages. Used valid questions to better understand the client's requirements and find solutions for as many queries as possible.

To achieve a strong client service model companies have to constantly earn and implement policies and procedures to ensure an effective client service

model. Here are a few policies that can help Innovative Widgets to better their efforts in client service: 1 . Service with a smile: This concept is valid across industries. A friendly greeting goes a long way in building good relations with clients. 2. Strive to find the best solution: To build a strong service a company needs to proactively help the client find the best solution, not Just what is being offered by the company.

It helps create the " delight" factor and builds strong loyalty for the brand, which leads o repeat purchases from loyal customers. 3. Know your customer: Innovative Widgets should invest more to complement their knowledge and expertise with effective segmentation of their customers. This would help them to create tailored solutions for different types of companies. Having in-depth knowledge of the clients' business would allow the company to deliver the best possible solution. This would then lead to strong brand loyalty. 4.

Trained staff: Although the company is small, it would benefit greatly to invest in more staff to deal exclusively with clients. This could allow to desperate the technical expertise with customer service elements. The staff hired to deal with clients should be trained appropriately so that they may not only serve the clients needs but also collect relevant feedback for those developing solutions Tort ten clients. All ten above procedures Ana polices would Nell greatly In creating a unique and memorable experience for the client. The goal to build a strong brand image can be achieved only through dedicated customer service.

In today's modern market a great product must be complemented with excellent customer service to make the important emotional impact. RATER Model The RATER model provides a framework to design a good Customer Service Model for any organization. There are five aspects described in the RATER model. Reliability: The most important aspect of any service design depends on whether a customer can be given the perception that they can trust in the company's promise to deliver a quality product or services. Innovative Widgets provides high performance parts to its clients, which are undoubtedly very crucial for their operations.

It must be ensured that the products being provided are reliable and if not, are replaced promptly. This would help build trust and strengthen the client/customer relationship. Assurance: A customer of any organization must always feel assured that his investment in a company's product or service will be worth the amount they pay. To this end it is important for the company, in this case Innovative Widgets, to ensure that the products are of high quality and proper after sales service is provided to its customers. Through this the company can build trust and thus confirm a repeat sale through its clients over time.

Tangibles: It is important to create a positive impression on potential and more importantly existing customers. All the touch points in any customer service design must communicate a company's vision to its customers. These touch points would include the office space, the regular product quality, the staff. In the case of Innovative Widgets, it would be the knowledgeable staff. It is always comforting to any customer if the staff

assigned to their case is knowledgeable. Empathy: This aspect extends from the points expressed in the section described in the tangibles factor.

A staff of knowledgeable personnel can better understand the concerns of the clients and thereby result in much more customized solutions leading to more satisfied customers. An organization should be focused on its customers needs throughout any engagement. Responsiveness: After sales service is a very critical component of any customer service design. The best way to impact a customer is to be available to them when they have a concern or complaint about the product or service. Any concerns should be addressed promptly and to the end.

This would help impact the reliability and assurance factors of this model in the minds of the customers. Consumer Decision Making process maybe depicted as illustrated in the flow chart low. It would illustrate how a consumer moves from identifying a problem or need and how we can then map the learning from the RATER model:, to better serve the clients/customers through any service design. – Problem Recognition International search Information Search Research of alternatives Evaluation of Alternatives Purchase Decision Post Purchase Evaluation Questions: AY . Three ways to engage a customer in a store would be: 1. . Greet the customers with a friendly smile. It should be the aim if the staff to make the customers visit too store as pleasant as possible 2. The staff should help the customers through their decision making process. Staff should be sensitive to the customers personal space in the store 3. The staff should be knowledgeable to answer any queries the client might have. Some people Just come to store to make enquiries. It should be the aim that the

customers have all their doubts answered. AY. Example of a client in service industry would be a guest at a five star hotel.

AY. Employees of TIES companies like TTS, WIPER, Dolomite, Ernst and Young act like internal clients for their respective companies IT divisions. This is because the employees are given laptops and PDA for the purposes of their work. The IT division helps in maintaining employee satisfaction through their service to the employees. AY. Vision refers to the overall experience the company wants to be known for. It expresses the values the brand stands for. Vision of a service company attempts to describe the experience it promises it's customers. AS.

A mission with regards to a service design would encompass all the near ten goals and objectives the company hopes to achieve. AY. Solving customer complaints is among the most important factors that lead to customer satisfaction. By providing the right solution/resolution a company hopes to create a strong brand image in the minds of its customers. Effective resolution of customer complaint demonstrates the level commitment of the company towards its clients. AY. Any market can be divided up into smaller segments based factors such as demographics.

Segmenting the market based on such factors allows companies to design their service models and offerings according to the market tenet Intend to cater. ABA. RARER stands Tort Reload TTY Assurance landless Empathy Responsiveness. AY. Active listening meaner to pay attention to the customer hill interacting with them. There is lot a company can learn about it's clients if its staff pay attention to customers needs during interactions.

AI. Question reliability refers to questions posed to clients through surveys and other firma of enquiry from the companies side.

Unless a question is aimed at obtaining a definite insight about its customers, the question is not a reliable one. AAA. Question validity refers to questions posed to customers/clients during feedbacks or interactions wherein the company tries to learn better about its clients/ customers. Such questions should be laid to that particular client, so as to obtain meaningful feedback and learning. AAA. Four methods of obtaining customer feedback: 1. Direct Interviews – Can be conducted during client engagements. Gives direct insight to the clients needs and requirements. 2.

Surveys – Most common method of getting feedback This provides a basis to gain general feedback on the company's services 3. Social Media – Social media helps Judge the brand perception in the market. It is a useful tool to gather feedback from all segments of the market. 4. Live Chat – Company's should invest in updating their websites to interact with their customers to directly gather feedback from them and resolve queries. AAA. Three ways to make good relations with customers: 1 . Create a friendly and welcoming environment for your customers. There is nothing to hard in being pleasant. . Keep in touch with your loyal customers. Keep a record of your customers and build relationships with them over time by contacting them on birthdays, anniversaries and special store events. 3. Offer exclusive solutions/deals/promotions to loyal customers to build lasting brand value. AAA. The benefit of using even number of response options is that it rules out the possibility of neutral response. It helps get a clear choice in the

context of a feedback form or survey. AY 5. Leadership is more concerned about the future goals and how to mange resources to achieve those goals.

Supervision refers to ongoing activities, which are designed to achieve immediate or short term goals. AAA. Training the staff is crucial for any company. Mentoring is more channeled in nature wherein the mentor takes a selected group of employees to be trained for special roles in the company. Coaching however is more generic in nature. Coaching is a standard model teaching where Asia skills are taught to a large number of trainees. AAA. Root Cause Analysis refers to a methodology used to narrow down TX the source of the problem in any design.

This methodology is useful in all kinds of industries. AAA. Bulls-eye diagram depicts the entire target market for a company, where the center represents the segment, which is the most main stream. A company can use the diagram to design it's services by deciding which portion of the market it chooses to cater. AAA. To manage customer complaints the following steps may be followed: – * Listen to Customer: Pay attention to the concerns of the customer. Listen carefully and ask relevant questions to understand the problem fully and provide the best solution. Apologize: It is important to admit a mistake and move towards finding a solution. More importantly there should be no placing of blame in the process. * Solve the problem: It should be the goal of every member of the staff engaged with the client to make sure that the problem is resolved quickly and satisfactorily. Appendix Stetsons: – Reliability: Yes, the company delivers what it promises. Yes our deliverables are also accurate as per expectations. Assurance: The staff are

definitely knowledgeable and routes. We expect the staff to be knowledgeable.

We feel we can rely on the judgment of the staff. Tangibles: Yes the facilities are clean and that is always expected. Paperwork was fairly technical in nature. Empathy: The staff were lacking to some extent in understanding our concerns as they are more focused on providing a solution. There seems to be a slight disconnect when it comes to sharing our concerns. Responsiveness: We expect a response as soon as possible as the queries regarding the products affect the machinery and thus overall efficient if the clients business.

We do not minding dealing with different people, however we prefer to have a single point of contact so communication doesn't suffer. Responsiveness: We expect a response as soon as possible as the queries regarding the products affect the machinery and thus overall efficient if the clients business. We do not minding dealing with different people, however we prefer to have a single point of contact so communication doesn't suffer.