

Developing a Customer Service Plan

Customer service is meeting the needs and expectations of the customer as defined by the customer. "Meeting the needs and expectations of the customer" means you know what your customers want, what they expect, and you provide that to them on a consistent basis. So, in order to have an effective customer service initiative, you must know what your customers want, provide it to them on a consistent basis, and ask them how you're doing.

You will benefit in the following ways from having a customer service plan in place:

- You can reduce the stress of dealing with an unhappy customer if you have a systematic way of dealing with that customer.
- When you target customer service with a dedicated effort, you will be bound to offer better customer service.
- Employees will feel more confident if they know there is a definite customer service system in place.
- With a system in place, you should be better able to track customer satisfaction.

Steps To Developing a Customer Service Plan

- 1) Assess what kind of service you are offering now.
- 2) Take some time to find out what customers want.
 - Check out what the competition is offering
 - Talk to your customers
 - Talk to your employees
- 3) Determine your vision. (This is what you want your business to be known for in relation to customer service.)
 - A good way to do this is to imagine it's 10 years from now and you are reading an article in a magazine about your business. What would you like it to say?
- 4) Deal with your customers in a customer-friendly manner. Try to develop policies that will make them feel understood and appreciated.

For More Information:

Internet: <http://strategis.ic.gc.ca/SSG/ca00864e.html>