**Assessment 3.**

**KPIs**

## The percentage of missed calls

## The percentage of delayed calls

## The average time before calls answered

## The average time of complaint handling

## The number of complaints

## The number of occasion that representives go against the precedure.

## The percentage of staff satisfied with the communication among colleagues or other departments.

## The percentage of sales profit/loss.

## The number of customers who purchased our product more than one time.

## The number of increasing/decreasing sales.

## The percentage of customers who gave positive feedback in terms of customer service

## The percentage of late delivery.

## The number of occasion that representives lost customer information.

## The number of occasion that representives failed to record customer information.

## The average handling time before shipping after an order has been placed.

## The percentage of customers who gave positive feedback in terms of overall our service.

**Develop a plan or procedure for monitoring team members' performance against KPIs.**

## **Meeting** : A brainstorming is often better than one's head. And representives(the longest serving person can be considered) who practically work for customer service at the moment must join the meeting to figure out "effective", "practical", "achievable" plans or procedures. It helps us found appropriate plans and procedures in monitoring team members' performance.

## **New system** : You can introduce automatic-management system by some cutting edge technology which allow sort of automatic-counting "a number of rings before taken", etc. It helps the manager record representatives' performance correctly.

## **Organisational system change** : We cannot physically observe all representatives all the time, therefore group some people like 5 to 8 as an one team, then choose a team leader, and give him/her a task to watch up representatives belonged his/her team.

**Feedback questionaire**

## Overall, I am very satisfied with the way our company performed (is performing) on this trade.

## Company service representatives are well trained.

## Company service representative adhere to professional standards of conduct.

## Overall, I am satisfied with the our company service representatives.

## Compared to how you felt about our company before this business, what is the likelihood of completing another business with our company?

## Considering the overall value of the project you paid for, was it… (ask satisfactory degree)

## How often do you typically use our product?

## How did your our product perform?

## Overall, how satisfied were you with your new product?

## Have you ever contacted customer service?

## If you contacted our company customer service, have all problems been resolved to your complete satisfaction?

## Based on your awareness of Product/Service, is it better, the same, or worse than other brands of widgets?

## Please share with us a few things Product/Service could do better.

## Based on your experience with our product, how likely are you to buy our product again?

## Based on your experience with our product, would you recommend this product to a friend?

## If you would like to share any additional comments or experiences about our product, please enter them below.

**Analysing performance data and customer feedback to identify systemic customer service issues and trends.**

|  |
| --- |
| **\*Attached data** |
| 1. 4% of products are the wrong size  2. 20% of products arrive late  3. 1% of products go to the wrong address  4. 0.05% of products get lost in the warehouse and do not get sent out at all for more than a week  5. Customer Service Ranking : 65%  6. Accuracy of Products delivered : 90%  7. Quality of products : 95% |
| **\*Attached notes from manager about the workplace** |
| 1. Some employees keep customers on hold too long and do not reply to emails  2. Mary has received even more complaints  3. The computers are slow and some of the customer files have been lost in the system, including their data and personal delivery and contact information  4. Several customer have said that their widgets don't fit. One of the machines may need to be serviced or replaced  5. Some staff don't know the names of our biggest clients it is embarrassing when they call |

As seeing the data and notes from manager, I could figure out some big issues which must be solved as soon as possible to move on to the next level.

First of all, I would like to suggest **the innovative changes of our customer service system**. As you can see, our customer ranking in this industry is graded **65%** by customers, such a shame thing.

In this respect, there's no doubt that we have currently faced up with many problems in customer service. You can see manager's notes about the workplace.

Some employees keep customer on hold too long and do not reply to emails.

We must keep this in mind that our customer could be just the one among our many customers, but for they, each of we are the only one who they contact and talk with.

**We must give careful attention to all phone calls, and emails all the time**.

As I suggest to boss, I would like to impress this again that **we must have CS service charter** and policies for it. To make this, and to achieve this, Human resources department and all other related departments will try to measure or figure out available resources, needed resources, and needed system.

Then, once it is established, it will be the strict rules for us to keep the promise with customers. And KPIs will be also made to identify how it works.

In addition to this, our customer service has much to be improved. I'm sorry to hear that some representatives have received a lot of complaints from customers recently for insincere attitude, incorrect knowledge of our products, and as I mentioned above, inappropriate manner in phone calls, and late/no replying emails.

I will not blame our staff for this, I know we are all people who have emotion. I'm really sorry for that some staff don't seem like to enjoy their work, this could be the one reason for their poor performance, I think.

Therefore, **I would like to suggest holding a meeting with manager and representatives who work in customer service to discuss about how to resolve this**.

At this meeting, we will discuss about not only the solution for poor customer service, but also the way to improve the work enviromental of customer service team. I hope this could be the great opportunities for us to cooperate each other. Futhermore I hope this would help us feel being together in the name of team spirit.

And now I want you to know our late-delievery rate is recorded as 20% now, and 1% of products still go to the wrong address. And 0.05% of products get lost in the warehouse and do not get sent out at all for more than a week. We need to identify the reason for this deeply, It can be owing to the carrier, and to our staff as well. So please, **I ask all related department manager for summiting the report about this issue to General Manager within 4 weeks.**

Finally, there have been reported that the computers are slow and some of the customer files have been lost in the system, and many errors occured in the system. I consider this as the main reason that of inability in replying to customers quickly, of losing customer information, and of business inefficiency.

On top of that, nowadays online markets' importance has been increasing conspicuosly. **Thus,** **I think it is the time to replace our old computer and computer network system** since they have been being used for 10 years without any replacement.

I had tried to seek the right computer company for us and there is "Interbit Computing" nearby our company. They provide good quality computers and 24/7 maintenance. We almost made a deal with them to purchase 50pcs computer desktops first. And now it is on the stage of price adjustment. I expect this negotiation will come to a peaceful and a satisfactory settlement.

Anyway we know that 50pcs computers are not enough for all staff of our company. But there are some financial obstacles for that, and please remember that we make a purchase on trial. We will provide those desktops to CS service department, and information department preferentially. And if their desktops and service were well-proved, we would purchase more desktops and try to replace all of company's computer step by step.