**·Vision :**

·'Innovative Widgets' will lead the way to the future of parts material industry and be the global standard of widgets with the most durable and most precise.

·Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile from our customers.

**·Mission :**

·To supply the range of machinery from domestic appliances to industrial equipment, and services to meet the requirements.

·To ensure that products are of outstanding quality, value for money and instill pride of ownership.

**·Product standards**

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| Dimensions | From 18㎣ to 900㎥ |
| Tolerances | ±1% |
| Pricing | Competitive pricing which is determined by the size, materials, and technical difficulties, refering to pricing guide. |
| Material | Various matrials from plastic to heavy metal  (Wood, Plastic, Ceramic Materials, Steel, Aluminum, Bronze, Copper, Carbon, Marble, Silver, Gold, Diamond and your request will be considered) |
| Delievery | The way and date of shipping will be determined by the size and the weight. |

**·Policies and procedures**

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| **·Policy of Gathering customer information and conducting market research to identify customer needs using the RATER model** | |
| **Policy 1.** | 1.Gather customer information |
| Procedure | 1.1.Conduct a survey about customer's brief information when he/she purchases |
| 1.2. Advertise online to collect information about who has interest with the company's product |
| 1.3.Conduct a survey by subcontracting |
| 1.4.Collect those information and submit to Marketing Department |
| **Policy 2.** | 2.Conducting market research to identify customer needs |
| Procedure | 2.1.Make a proper survey form based upon collected information |
| 2.2.Conduct an online market research using RATER model with a survey form made by Marketing Department |
| 2.3.Contact 10 large clients and ask a feedback in proper manner using RATER Model  (1.Durablity 2.Price 3.Stability 4.Delivery lead time 5.Customer Service Satisfactory) |
| 2.4.Contact small clients chose by random and ask a feedback in proper manner using RATER Model  (1.Durablity 2.Price 3.Stability 4.Delivery lead time 5.Customer Service Satisfactory) |

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| **Policy of Responding to customer complaints** | |
| **Policy 1.** | 1.Undertake customer service training to new employees |
| Procedure | 1.1.Give 2 weeks-training to all new CS employees before they start working |
| 1.2.Hire professional CS lecturer to give a presentation in order to let them know appropriate knowledge of customer service every quarter. |
| 1.3.Carry out actual test and grade it every section of training. |
| 1.4.Expand training-term for who has not achieved a given goal of actual test |
| **Policy 2.** | 2.Follow policies and procedures to respond to customer complaints and encourage representatives to enjoy their job. |
| Procedure | 2.1 Have a meeting among CS staff for improving customer service monthly |
| 2.2 CS general manager give a presentation about better customer service and what the policies and procedures of the company to representatives once in every 2 month. |
| 2.3 Complaints reports should be summitted to general manager weekly, and general manager analyzes them and report them to the board of directors every quaters. |
| 2.4 Choose the best CS staff who has given lots of positive opinion from customer and reward them every month. And encourage representatives to have optimistic attitude in work. Have a get-together or activity every quarters. |
| **Policy 3.** | 3.Ask for feedback after consultation |
| Procedure | 3.1.Make a call to the customer who had consultation recently and ask if he/she is satisfied |
| 3.2.Conduct an online survey when complaints made via online with following question  (1.Your complain is resolved by consultation? 2. Was the consultant's advice helpful? 3.How long time should you have waited for consultation?(length) 3.Are you satisfied with consultation you had? 4.Please write down anything if your complaint is remained as unsolved) |

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| **Policy of Managing records and data** | |
| **Policy 1.** | 1.All gathered customer information must be recorded and storaged |
| Procedure | 1.1.All customer information gathered from survey are recorded as electronic information and be back-up for marketing research |
| 1.2. Only obtain customer information in accordance with the following Acts  State Records Act 1998 (NSW) [Privacy and Personal Information Protection Act 1998](http://www.austlii.edu.au/au/legis/nsw/consol_act/papipa1998464/) [Health Records and Information Privacy Act 2002 (NSW)](http://www.austlii.edu.au/au/legis/nsw/consol_act/hraipa2002370/) [Government Information (Public Access) Act 2009 (NSW)](http://www.austlii.edu.au/au/legis/nsw/consol_act/giaa2009368/?stem=0&amp;synonyms=0&amp;query=Government%20Information%20(Public%20Access)%20Act) [Independent Commission Against Corruption Act 1988 (NSW)](http://www.austlii.edu.au/au/legis/nsw/consol_act/icaca1988442/) [Public Interest Disclosures Act 1994 (NSW)](http://www.legislation.nsw.gov.au/viewtop/inforce/act+92+1994+FIRST+0+N/) |
| 1.3.For Achieving 1.2., organise a lecture for employee to teach what is information against acts regularly |
| 1.4.Data Processing Room Security is checked every week and managed by subcontracting every week and the status will be recorded and sumitted to GM |
| **Policy 2.** | 2.Purchases, selling, and complaint history are recorded and classfied by date, name or corporate body's name, product name, and status |
| Procedure | 2.1.Make a record whenever purchases, selilng and complaints are made |
| 2.2.Submit it to Data GM as soon as possible |
| 2.3.Update records everyday and keep it in a secure place |

**Reflection**

**- Meeting Time and Cost Specifications**

These policies and procedure documents were made to meet customer's satisfactory.

To achieve this, we should provide exact information of time and cost specifications, and try hard to know what customer wants, needs, and expects from the company.

1)We must regard customer's time and money as the most precious in making policies and precedures. We are willing to do anything for saving customer's time and money. And it will be awarded by customer's royalty.

2)Every complaints must be concerned as very serious, we must not make a mistake making a little complaint gets bigger on account of missing an insignificant part.

3)When complaints are made, they all should be recorded in detail and their status should be monitored by the manager. Gathered information is going to be used for improving the quality of customer service.

·Every calls should be answered within 5 rings, otherwise we should apologize for keeping customer waiting and get his/her number then call him/her back as soon as possible.

·Every quotes are free and should be given to customer via e-mail within 24 hours from a request.

·For quick and clear answering, all customer service staff must be well-informed policies and precedures of the company.

·All complaints should be recorded and be shared with other customer service staff and Management team in case of further complaint.

·CS Manager must check any complain taking more than 20 min how it's going on.

**- Legislation**

The Privacy Act 1988

:The Privacy Act must be concerned carefully when we collect customer's information for market research and responding complaints. And when you handle sensitive information of customer, you must ask for consent in advance. And it must neither be used nor shared confidentially.

Fair Trading Act 1987

:We must know what customer's rights are and how to comply with them sincerely. As we trade company's product with customer, there must not be any cheat and compulsion.

**- Best Practice**

**·Gather customer information**

: The significance of gathering customer information should be impressed as much as possible. Its utilization can't be measured by anyone.

Whatever we want to achieve, customer information will be the basis of our purpose since they are our goal themselves. When it comes to company's ultimate goal, it can be outlined following one sentence.

"Get customers' loyalty, and keep it"

To captivate their heart, we must know their information first.

We must keep it in mind all the time because gathering customer information is not only restricted to research, analsys, and hypothesis.

**·Conducting market research to identify customer needs**

: As seeing some company who had ever been flourish then have been brought to ruin themselves, we found an one common thing; they had not kept up with constant changes of customer needs.

Customer needs are not stayed in one fixed place. And they do not wait for us to follow them behind. We must go ahead before customer needs.

For this, market research should be conducted periodically in proper ways and by proper people.

**·Undertake customer service training to new employees**

: According to our marketing department's recent statistic, 67.2% of complaints about customer service have come from the consultation by new representatives who don't understand our policies and procedures deeply or who do not have sufficient preliminary knowledge. It definately shows what we need to do first, we ought to conduct customer service training to new representatives for getting over them some appropriate manner in accordance with our policies and procedures and the requisite knowledge about company and products.

**·Follow policies and procedures to respond to customer complaints and encourage representatives to enjoy their job.**

: As psychologic view, people who feel happy are generous to others in the most cases. Although we regard customer as our prior concern, it doesn't mean that we don't have to care our representatives.

In my opinion, the management is responsible for happiness of their workers and the management must not think workers as widgets.

It is the one of the best way for both workers and customer as well. Representatives who enjoy their job will have positive and active attitude while they are treating customers.

For that, we should give our representatives guidelines of customer service, and of course happiness too.

**·Ask for feedback after consultation**

: As I already mentioned about the significance of customer information and market research, we should always try to seek and gather customer information and feedback. And the time right after customers had consulation can be the best time to get ungarbled information. We need to prepare few short question to ask for feedback; but somehow long enough to get information which we mean to acquire;

**·All gathered customer information must be recorded and storaged**

: I impressed the importance of information 2 times already. It is like a treasure, why shall we throw them away?

**·Purchases, selling, and complaint history are recorded and classfied by date, name or corporate body's name, product name, and status**

: Accumulated data can lead us to the way we have to go. The bigger data, the better.

Data analytics helps us harness our data and use it to identify new opportunities and issues which to be solved immediately.

**- CS Charter**

Dear boss.

Nowadays our company's profit has been increasing conspicuously, we owe our success to generous donations from all staff and managers of the company, and to your great support and encouragement. At the first, I want to appreciate it fully, we tried hard to meet your expectation and trust.

However, I do not think that it is the time to celebrate our success. In my opinion, this should be an one step for acheiving our long-term goal in this industry.

We have been watching that there have been some competitors, such as ABC, BCD, and DEF trying to break into our markets with huge funds power.

We must give attention to them carefully. I guess we must not lose our tention to survive in this industry as the top widgets company in Australia.

And at any time, we must know where we are, whether we are on track.

Recently, they have constantly increased complaints about late delivery, inappropriate description of the product, and difficulty of contacting customer service.

These 3 things will be the most significant obstacles to grow our company up. I am definately sure that those must be our prior concern at the moment.

Therefore, I have a couple of suggestion for this,

First, we must provide more exact information about product and greater convenience for customer.

So I would like to suggest having CS Charter for our internal and external customers. It will be the standard of the company, which produces customers' reasonable expectations and trust, in addtion to the guideline for our staff and managers.

As we try to make CS Charter, we must improve company's system to meet its requirements......... to be continued