**·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 standard**

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| Dimensions | From 18㎣ to 900㎥ |
| Tolerances | ±1% |
| Pricing | Competitive pricing which is determined by the size, materials, and technical difficulties. |
| 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 was 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.

[Privacy and Personal Information Protection Act 1998](http://www.austlii.edu.au/au/legis/nsw/consol_act/papipa1998464/)

·Best Practise

1.Set the Customer's Expectations  
We know that nothing impresses a customer more than when someone goes over and beyond the "call of duty" but have you set the expectation for the customer? I'm a firm believer in no surprises. Let a customer know what you are willing to do for them, what service you will provide to them. If you set the expectation and then exceed those expectations, you'll have a customer for life. My favorite saying is "under promise and over-deliver." If you can follow that philosophy, you'll never go wrong.

Listen First Then Speak  
Customers want to be heard. They want to know you are listening. They want to know that you have an interest in what they have to say. If they are shopping they may ask you for information or advice, use that time to direct them to the right product or service. If they are upset, use active listening to let them know that you hear them and work to discover the root of the problem. Ask questions, get to the bottom of it, and provide resolutions.

Draft Customer Service Standards  
Define your service standards, make sure every employee is aware of those standards. Having a clear document that explains acceptable standards will help in setting the customer's expectation and they will help in measuring your employees and create training programs to help them to excel. Create your customer service standards to be specific, concise, measurable, based on the requirements of your customer, written in your job descriptions, and used in performance reviews. You can't measure or enforce what your employees don't understand.

Treat Your Employees as Your First Customer  
Happy employees mean happy customers. The attitudes and behaviors of your employees will determine your customer service and satisfaction. Employees should be put first ahead of customers. I know this may be contrary to your current belief but think about it. An example of a company that has demonstrated this well is Southwest Airlines. They've built a culture by instilling entrepreneurship in their employees. When your employees are happy they will look forward to work, because they are valued and appreciated. If we first treat employees like our customer the employee wins, the customer wins, and the business wins.

Create Customer Touchpoints and Follow-Up After the Sale**Creating touchpoints  beyond a sale shows your customer that you care. Follow-up with them, thank them for their business. There are so many businesses that forget this step that if you remember it, you will stand out above the crowds. This outreach will show that you care about their satisfaction and encourage them to not only tell others about your business but also inspire them to purchase from you. Research shows that follow-up is the best way to create customer loyalty. Use follow-up to thank them for their business, share with them your menu of services, and encourage add-on purchases.**

Customer Service Standards ExampleExternal Customers

We will greet our customers in a courteous and professional manner.

We will listen effectively to our customers’ requests and promptly take the necessary actions to assist them. We will keep our customers informed of unexpected delays in service.

We will inform our customers of normal process time, when they can expect completion and any delays that may arise in the process.

We will touch base with our customers to update them as to where we are in the process.

We will respond to website questions/requests within 24 hours during normal business hours.

We will respond to applicants (employee/volunteer) within 24 hours of normal process time to let them know when they can expect completion and any delays that may arise in the process.

We will finish our encounters with our customers in a courteous and professional way.

Internal Customers

We will interact with each other in a courteous and professional manner.

We will inform our internal customers of normal process time, when they can expect completion and any delays that may arise in the process.

We will touch base with our internal customers daily, either by e-mail or phone, to update them as to where we are in the process.

We will work to resolve issues with coworkers and other departments by discussing problems directly and working toward agreed upon solutions.

We will be considerate, cooperative and helpful to every staff member to assure quality services.

We will hold ourselves and each other accountable for addressing inappropriate comments and behavior.

·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