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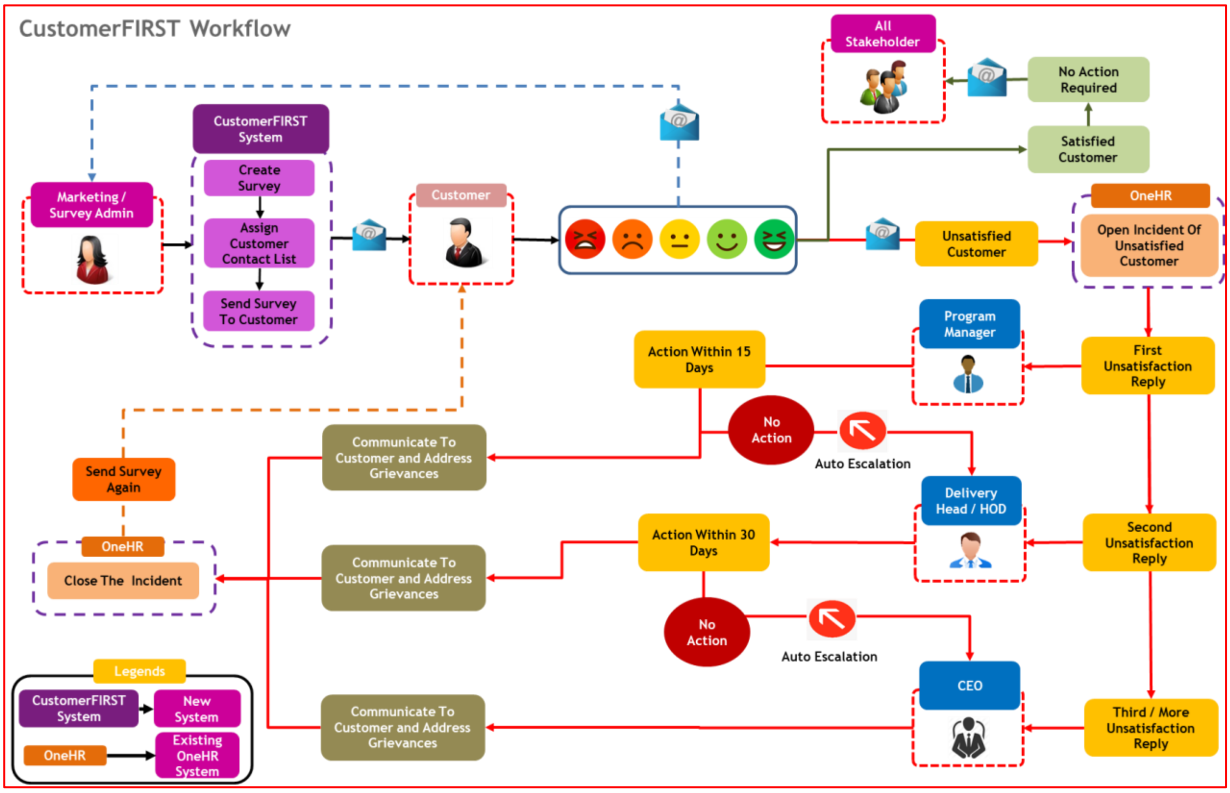
1. CustomerFIRST – Overview

CustomerFIRST is customer feedback and survey system, designed specifically for Highbar's requirement. Marketing admin / marketing team can send the survey and gather feedback of different client contacts.
In CustomerFIRST Program Managers or Delivery Head(HOD) can take appropriate action on negative feedback and improve customer experience.

Refer below diagram to understand process flow of the CustomerFIRST system.



2. CustomerFIRST Stakeholders

- **Marketing Team** – Marketing Team act as administrator, who will create masters like Client Master, Client Contact Master etc.. Apart from masters Marketing Team will create survey and send the same to customer.
- **Program Manager** – 1st level responsible person. (If customer gives negative feedback for a survey), program manager has responsibility to act and address grievances of customer and convert the negative feedback in to positive.
- **Delivery Head / HOD** – 2nd level responsible person. (If customer gives second negative feedback for the same survey).
- **CEO –** 3rd level responsible person. (If customer gives third negative feedback for the same survey).

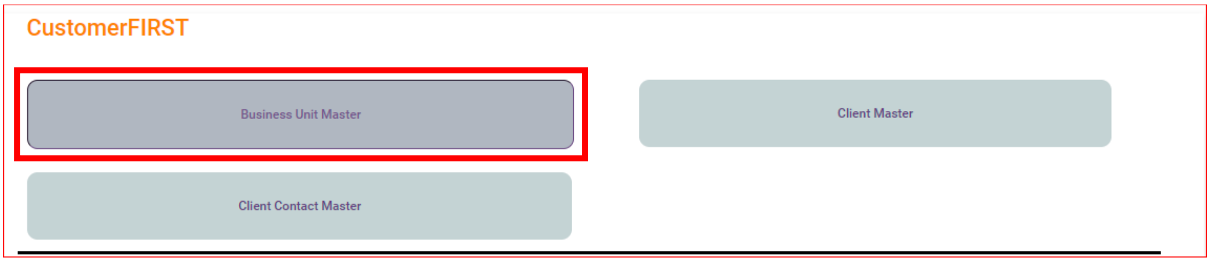
3. SLA for CustomerFIRST

- Marketing Team will create and send survey as per predefined schedule or as per instruction of superiors.
- Program Manager need to address client grievances and close negative feedback issue within 15 days(working) after negative feedback is submitted by client. After 15 days item will be auto escalated and move to bucket of Delivery Head / HOD.
- Delivery Head / HOD has 30 days(working) to address grievances and close negative feedback issue raised by client. After 30 days item will be auto escalated and move to bucket of CEO.
- HO calendar will be used to calculate working days.

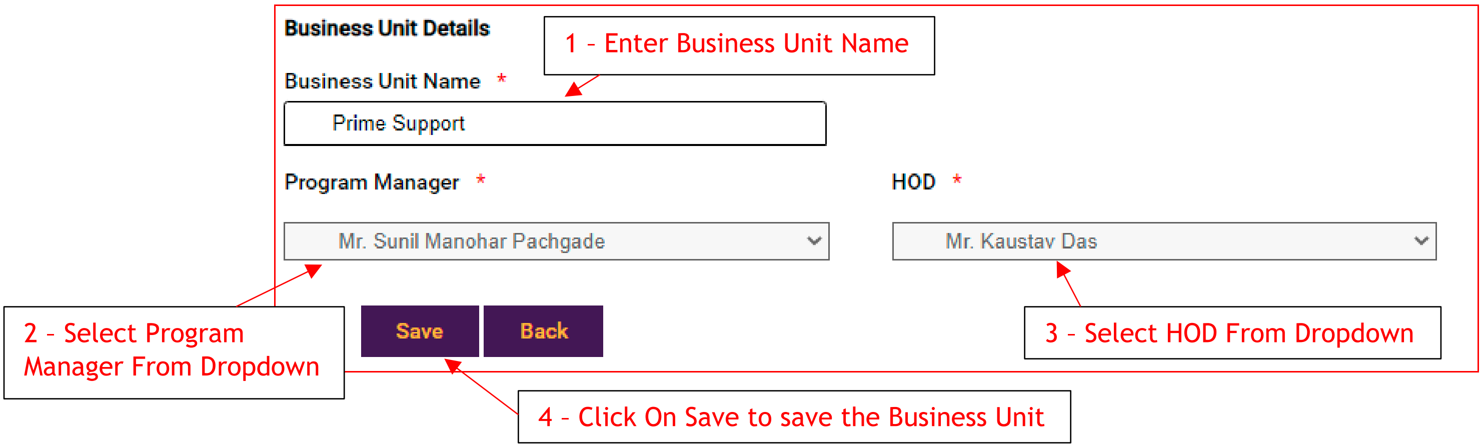
4. Marketing Admin – How to create/edit Business Unit

4.1. To create Business Unit logon to CustomerFIRST using given UserID & Password.

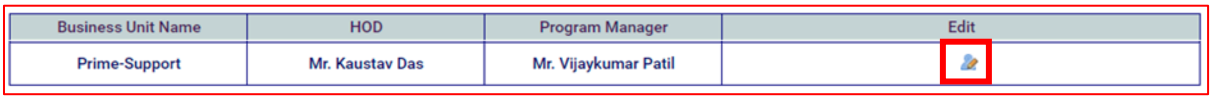
4.2. Go to Business Unit Master tab.

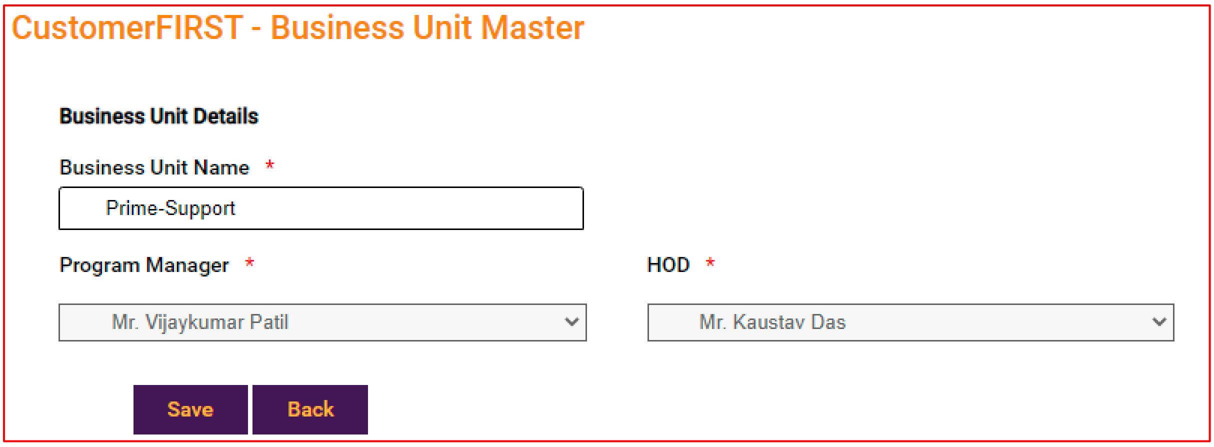


4.3. Enter required details and save.



4.4. To edit Business Unit, click on Edit button in list and you can edit existing record.

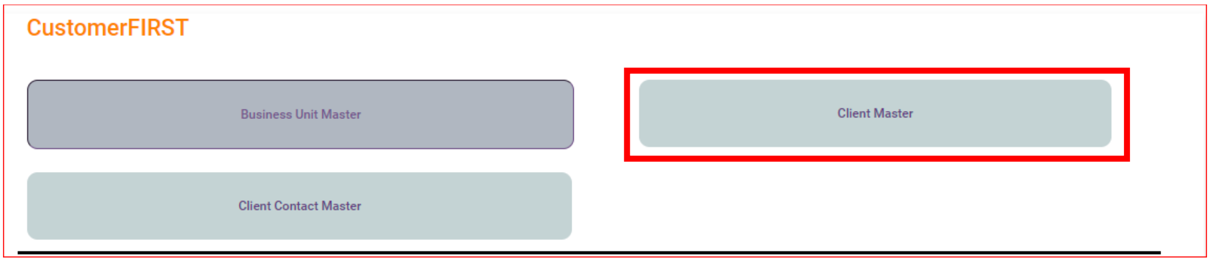




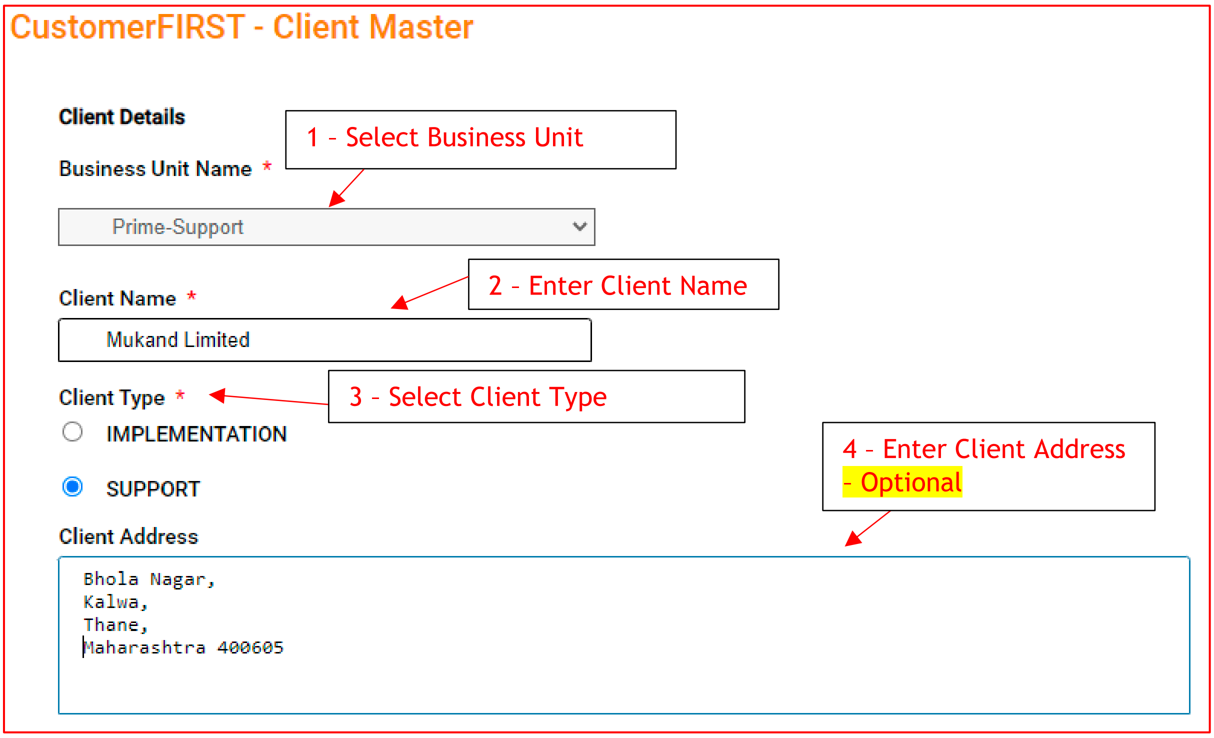
5. Marketing Admin - How to create/edit Client Master

5.1. To create Business Unit logon to CustomerFIRST using given UserID & Password.

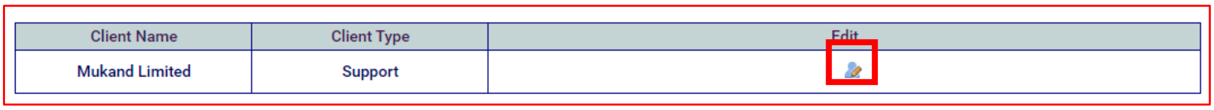
5.2. Go to Client Master tab.



5.3. Enter required details and save.



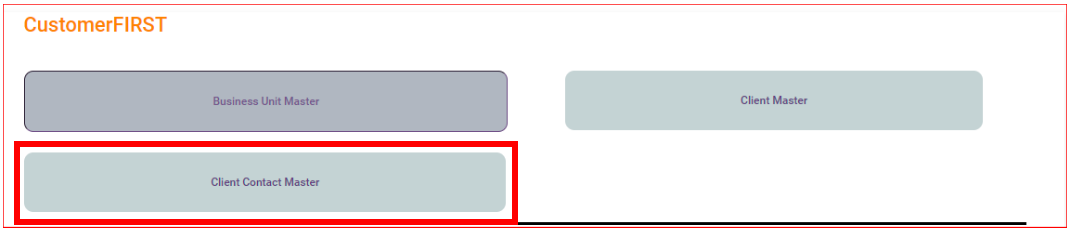
5.4. To edit Client, click on Edit button in list and you can edit existing record.



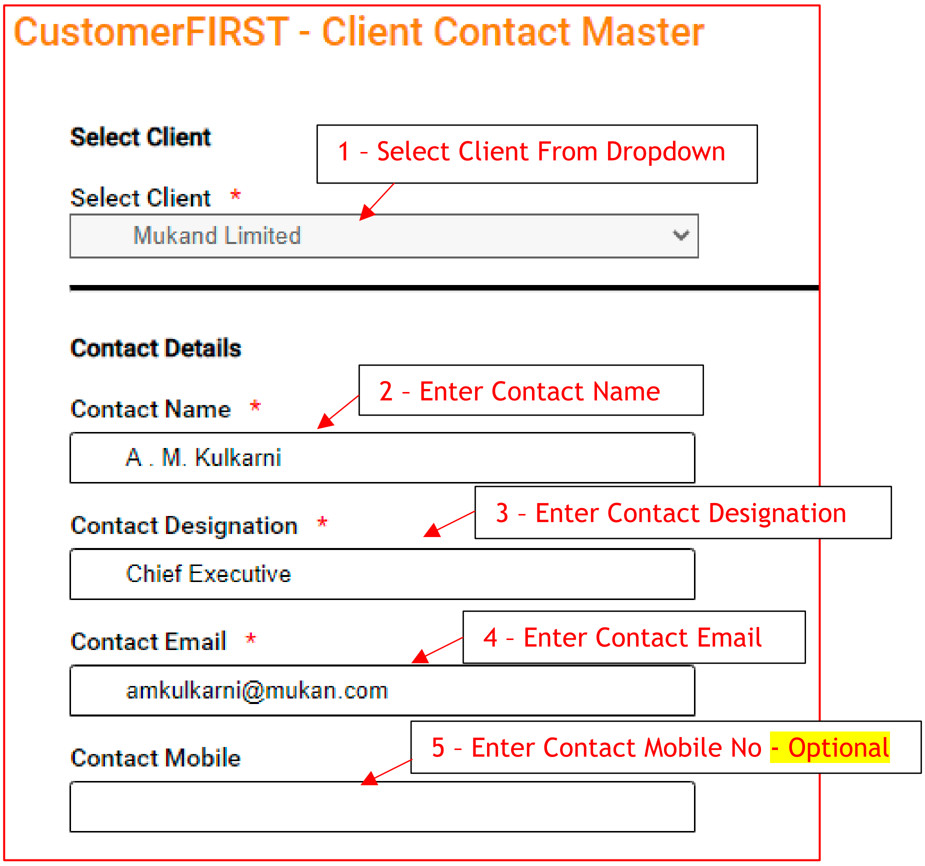
6. Marketing Admin – How to create/edit Client Contact Master

6.1. To create Client Contact logon to CustomerFIRST, using given UserID & Password.

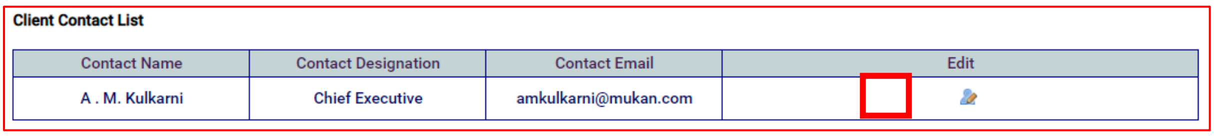
6.2. Go to Client Contact Master tab.



6.3. Enter required details and save.



6.4. To edit Client Contact, click on Edit button in list and you can edit existing record.



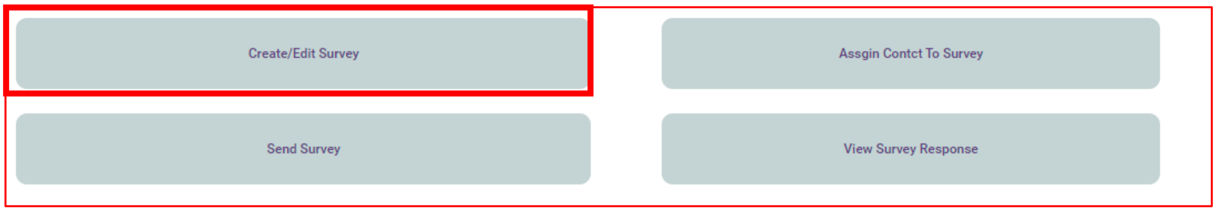
Client Contact List

Contact Name	Contact Designation	Contact Email	Edit
A . M. Kulkarni	Chief Executive	amkulkarni@mukan.com	

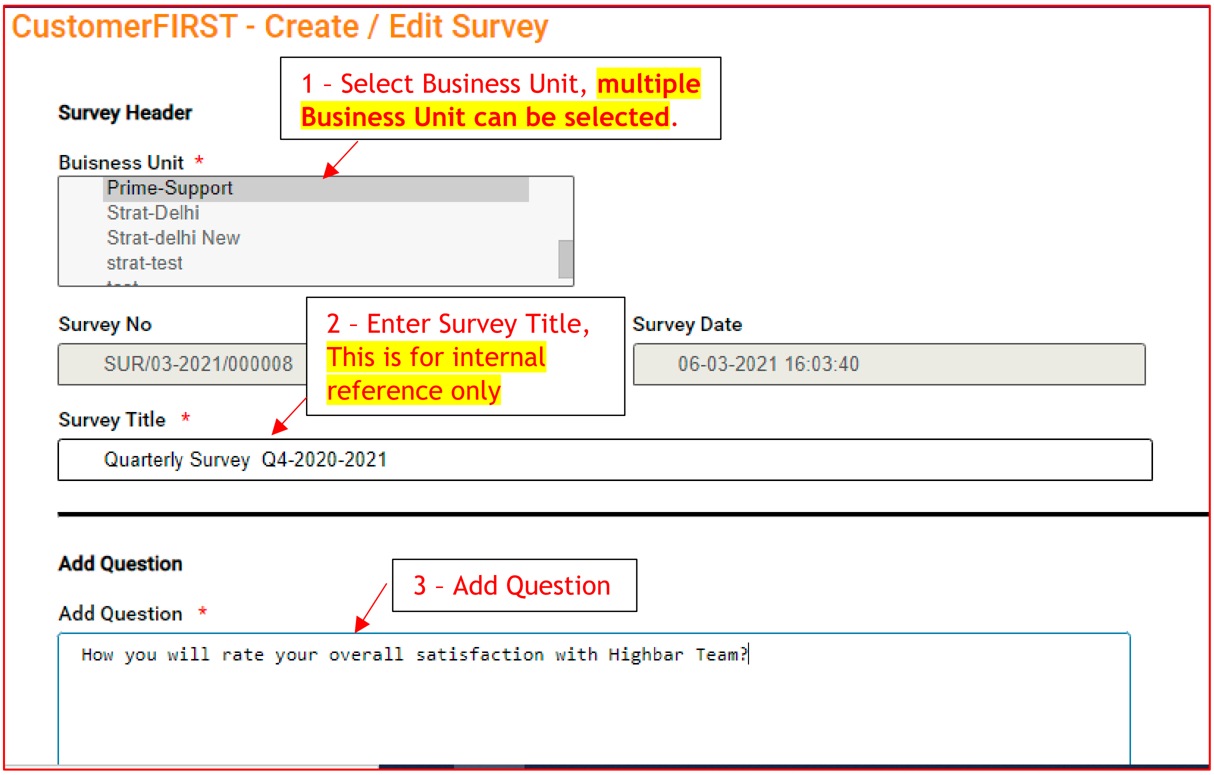
7. Marketing Admin - How to create/edit Survey

7.1. To create Survey logon to CustomerFIRST, using given UserID & Password.

7.2. Go to Create/Edit Survey Tab.



7.3. Enter required details and save.

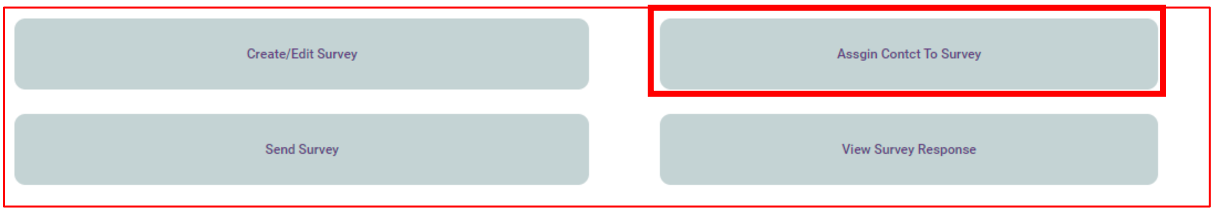


7.4. To edit existing survey , click on edit button and you will be able to change existing record.

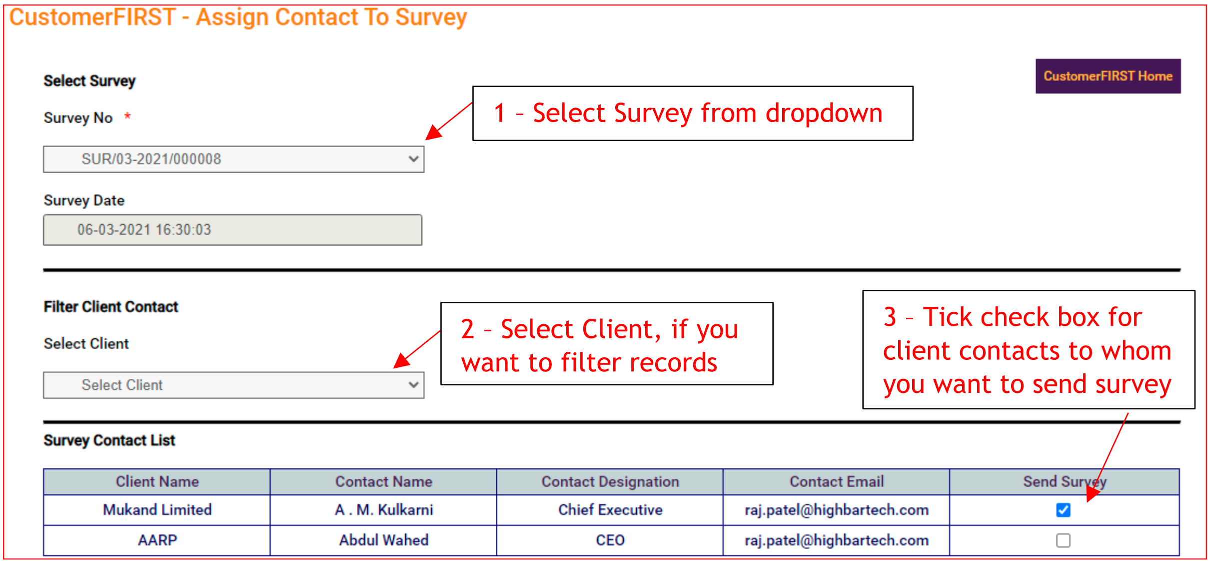
8. Marketing Admin - How to Assign Contact To Survey

8.1. To Assign Contact To Survey logon to CustomerFIRST, using given UserID & Password.

8.2. Go to Assign Contact To Survey Tab.



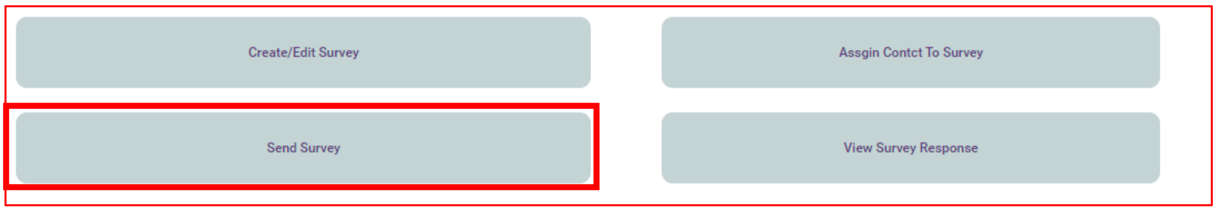
8.3. Enter appropriate information and Save.



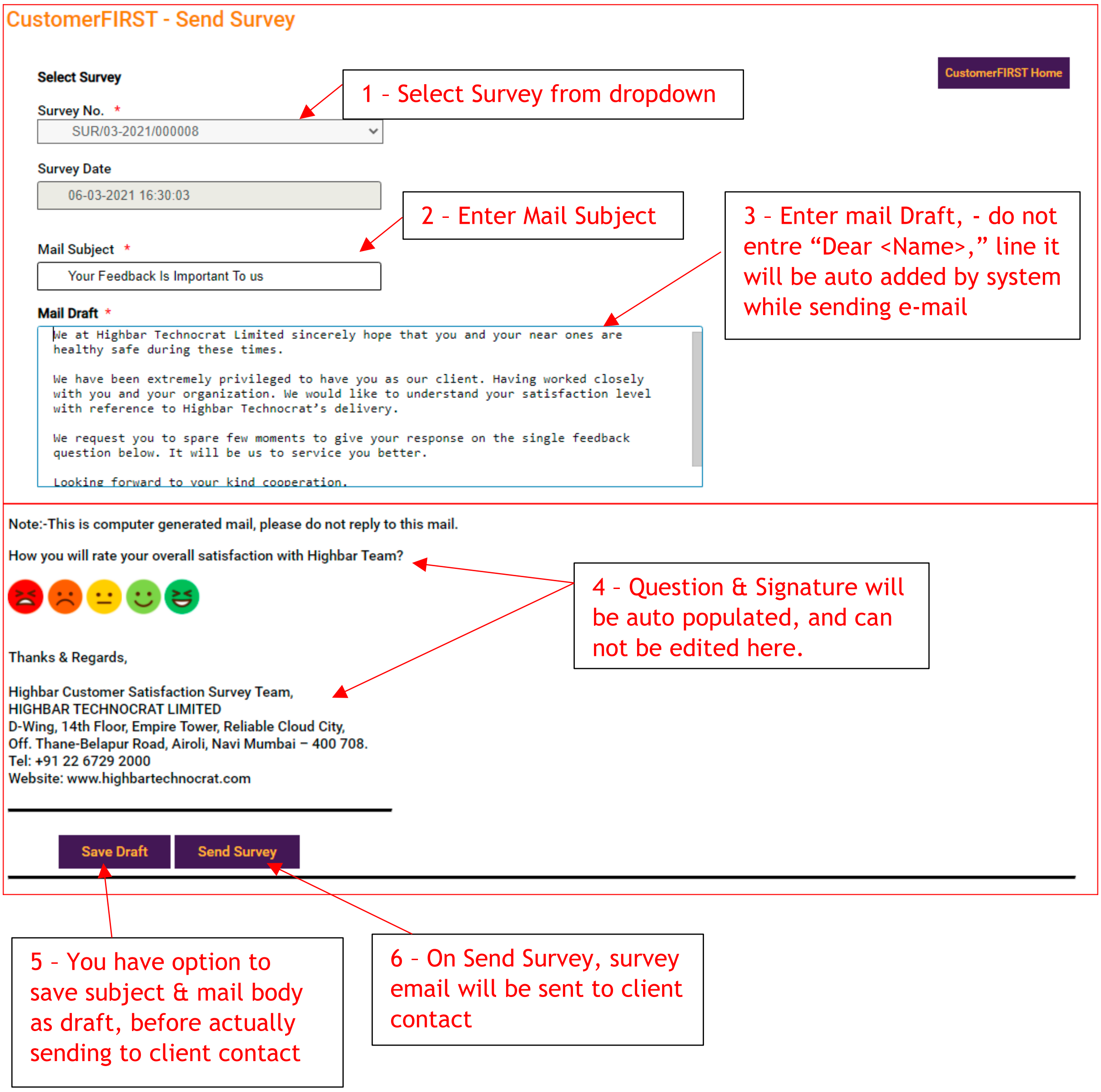
9. Marketing Admin - How to Send Survey

9.1. To Send Survey logon to CustomerFIRST, using given UserID & Password.

9.2. Go to Send Survey Tab.



9.3. Enter required information, you have option to “Save Draft” before you “Send Survey” to client contact.

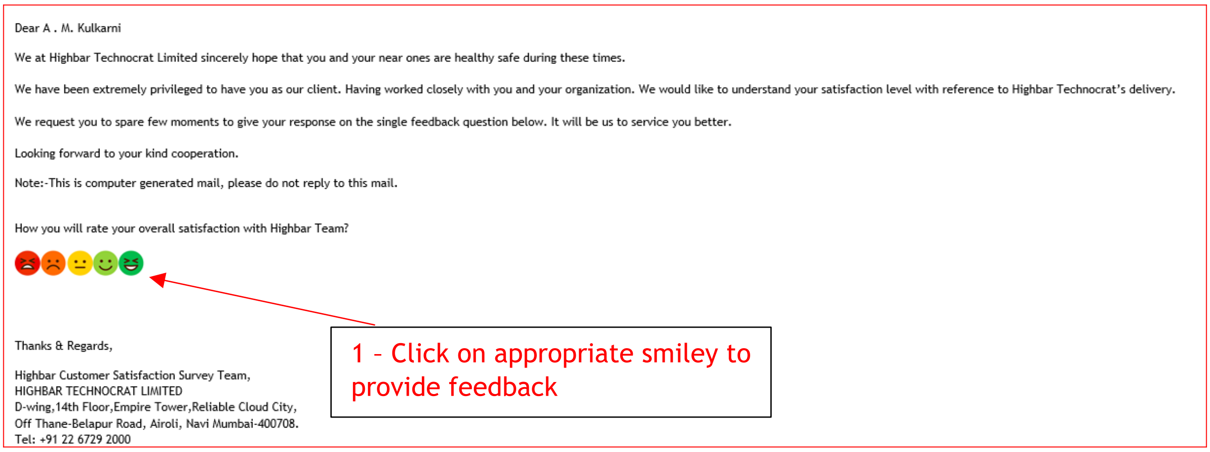


9.4. Check box “Survey Sent” check box will be auto checked.

Client	Contact Name	Department	Contact Email	Send Survey	Sent Date
Mukand Limited	A . M. Kulkarni	Prime-Support	[redacted]	☑	
AARP	Abdul Wahed	Prime-Support	[redacted]	☐	

10. Client Contact - How to Submit Feedback

10.1. Customer will receive survey email, to provide feedback customer needs to click on smiley icon in mail itself.


Dear A . M. Kulkarni

We at Highbar Technocrat Limited sincerely hope that you and your near ones are healthy safe during these times.

We have been extremely privileged to have you as our client. Having worked closely with you and your organization. We would like to understand your satisfaction level with reference to Highbar Technocrat's delivery.

We request you to spare few moments to give your response on the single feedback question below. It will be us to service you better.

Looking forward to your kind cooperation.

Note:-This is computer generated mail, please do not reply to this mail.

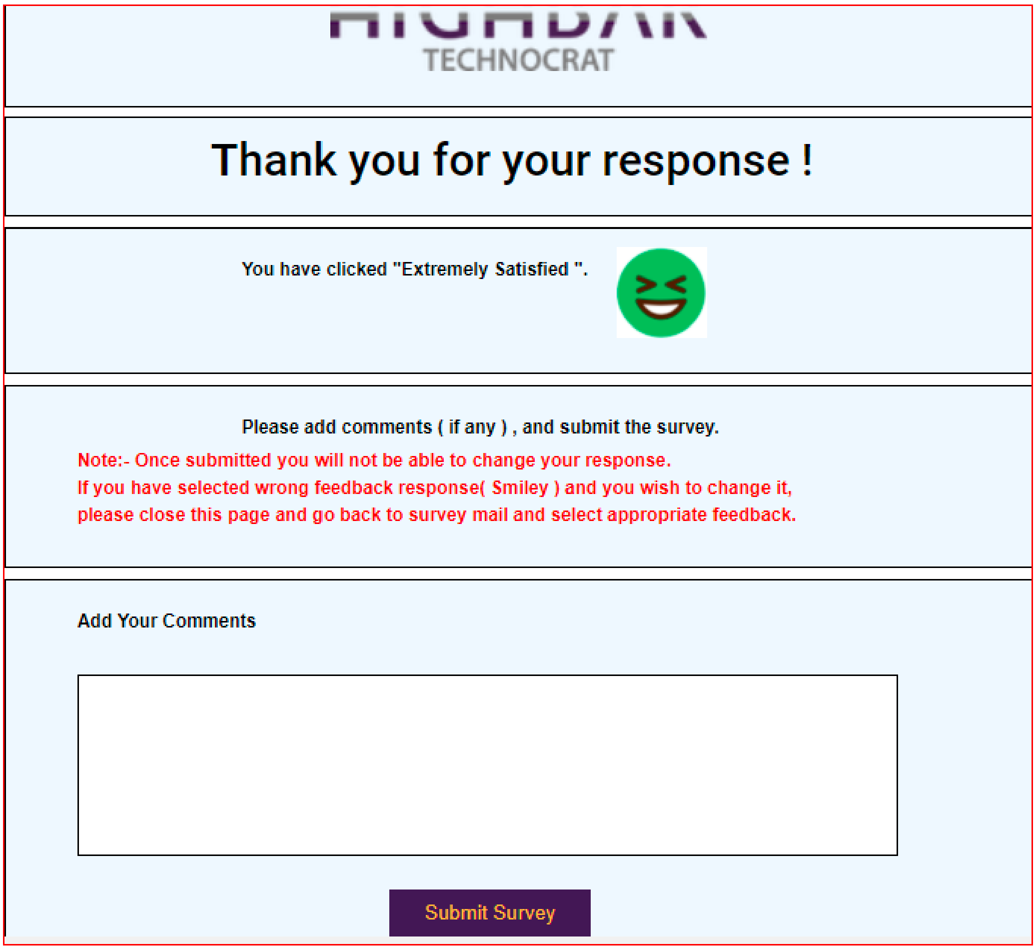
How you will rate your overall satisfaction with Highbar Team?

1 – Click on appropriate smiley to provide feedback

Thanks & Regards,

Highbar Customer Satisfaction Survey Team,
HIGHBAR TECHNOCRAT LIMITED
D-wing,14th Floor,Empire Tower,Reliable Cloud City,
Off Thane-Belapur Road, Airoli, Navi Mumbai-400708.
Tel: +91 22 6729 2000

10.2. After clicking on smiley icon customer will be redirected to, response submission page. Here customer can add comments if required and submit feedback.


TECHNOCRAT

Thank you for your response !

You have clicked "Extremely Satisfied ".

Please add comments (if any) , and submit the survey.

Note:- Once submitted you will not be able to change your response.
If you have selected wrong feedback response(Smiley) and you wish to change it,
please close this page and go back to survey mail and select appropriate feedback.

Add Your Comments

Submit Survey

11. Program Manager/Delivery Head/CEO - How to take action / close negative feedback items

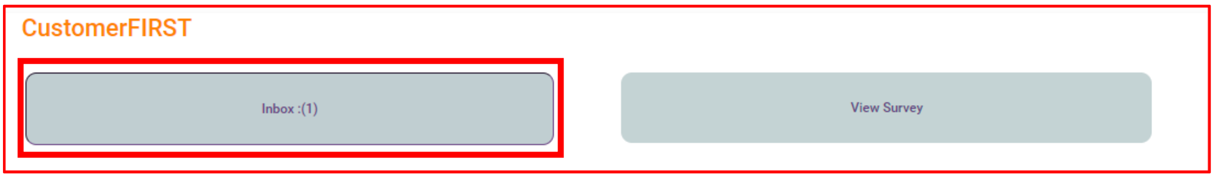
11.1. Program manager or Delivery Head (HOD) or CEO can take action and close the negative feedback item from OneHR.

11.2. To take action on negative feedback item, logon to OneHR system, with your user-ID and Password.

11.3. Go to My Corner

11.4. Click on tab “CustomerFIRST”

11.5. Go To Inbox



11.6. Click on View button, alternatively you can click on link on email received

Survey No	Client	Contact Name	Contact Designation	Contact Email	Sent Date	Reply Date	Survey Response	Status	View
SUR/03-2021/000008	Mukand Limited	A . M. Kulkarni	Chief Executive	raj.patel@highbartech.com	08-03-2021 13:57:38	08-03-2021 16:07:38		Replied - Incident Open	

Dear Sir/Madam,

We have received following response, for stated CustomerFIRST Survey.Please take appropriate action.

Survey Number :	SUR/03-2021/000008
Survey Title :	Quarterly Survey Q4-2020-2021
Client Name :	Mukand Limited
Contact Name :	A . M. Kulkarni
Contact Designation :	Chief Executive
Contact Response :	(Extremely Dissatisfied)
Contact Comments :	Please Solve following 2 points 1) Replace ABAP resource 2) Deploy one PM resource

Please click here to take action Survey Response

CustomerFIRST - Response Negative Feedback

CustomerFIRST Home | Back

Survey No.
SUR/03-2021/000008

Client
Mukand Limited

Reply Date
08-03-2021 16:07:38

Contact Name
A . M. Kulkarni

Contact Designation
Chief Executive

Question and Answer Details

Question	Answer	Icon	Call Back Incident Raised	Call Back Incident Status
How you will rate your overall satisfaction with Highbar Team?	Extremely Dissatisfied		Yes	Open

Customer Comments

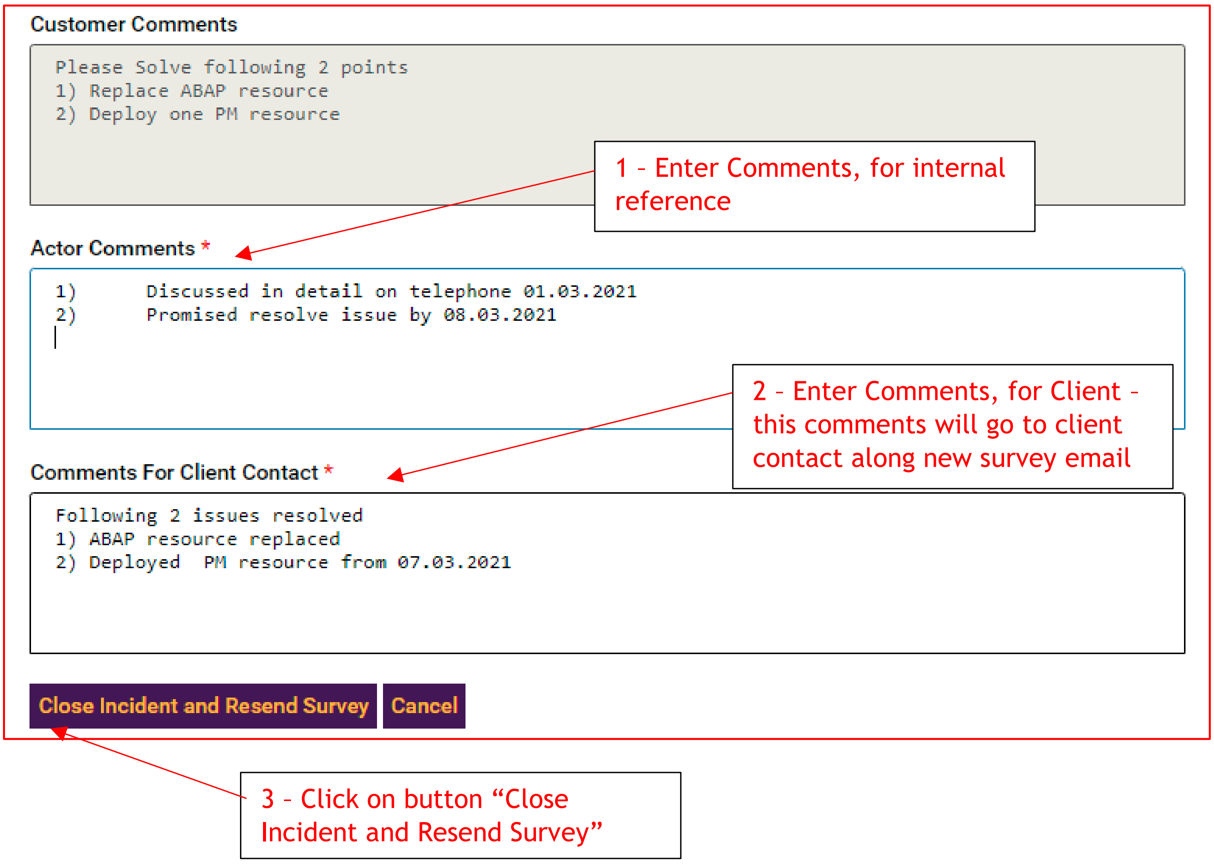
```
Please Solve following 2 points
1) Replace ABAP resource
2) Deploy one PM resource
```

Actor Comments *

Comments For Client Contact *

Close Incident and Resend Survey | Cancel

11.7. Enter required comments and close the request, upon closer new survey email will be auto sent to client contact.


Customer Comments
Please Solve following 2 points
1) Replace ABAP resource
2) Deploy one PM resource
1 - Enter Comments, for internal reference
Actor Comments *
1) Discussed in detail on telephone 01.03.2021
2) Promised resolve issue by 08.03.2021
2 - Enter Comments, for Client - this comments will go to client contact along new survey email
Comments For Client Contact *
Following 2 issues resolved
1) ABAP resource replaced
2) Deployed PM resource from 07.03.2021
Close Incident and Resend Survey
Cancel
3 - Click on button "Close Incident and Resend Survey"