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Customer Service Monitoring Plan

Introduction

The report is based on the customer service monitoring plan for an online food delivery platform. I am familiar to this organization as I spent the time span of six months in this business as a customer service employee. The customer service monitoring plan I have plotted through my experience is explained in this document.

Company / Organization overview:

The company is online based food delivery service which aims to deliver the foods ordered by customers from different restaurants and café. It aims to deliver the service to all age groups but specially focusing on young earning age groups.

The objective of the business is to deliver the food to their customers within one hour of the order time. This helps to maintain the competition in the market creating the monopoly of its preference.

The first and foremost thing to act upon is in the collection of customer feedback which can be performed through following techniques:

- Online reviews: The customers can be requested to rate the service of the business according to their experiences through mobile application or online platform.

- Email: The company can send email to the customers inquiring about their performance.

- Direct communications through customer care personnel's calls: Following the delivery of the product, customer personnel can call customers in order to gain the insight of their delivery service.

After identifying the troubling issues, the organization can develop a Customer Service strategy by allocating the acquired resources efficiently in order to gain maximum improvement. To accomplish the aim and promote customer loyalty, the following Customer Service Strategy is adopted by the business:

- Creating in-house team for customer service department
- Addressing the customer's complaint as soon as possible
- Conducting regular survey for the feedback of services
- Informing staff about the Customer Service strategies
- Setting customer service standards
- Training staffs aiming to achieve the service standards
- Linking the satisfaction to training among internal customers
- Hiring new and competitive staff

Strategies to monitor progress in achieving service targets and standards

Monitoring is crucial for achieving corporate goals. To accomplish the addressed service goal and standards, following strategies can be used:

- Identification of monitoring area: This process allows to focus on specific areas to use resources sustainably. We can generate a prominent momentum in potential breakthrough by avoiding generalization and working on target.

- Enact the measure: Next, the possible and practical measures should be generated for the monitoring purpose. For this, the creative and operational approach must be acknowledged.

- Comparison: Comparing the implemented service and the desired service if it is leading to the correct path should be done regularly. The positive or negative variation in the delivery of the service gives the idea of whether to continue or abandon the used method.

- Proceed action: The practical action (preventative, corrective, contingency, adaptive or interim) for the detected misconduct should be taken. This step is necessary to prevent future impact on customer service by the bad services.

Strategies to obtain customer feedback

<u>**Strategy**</u>

At today's competitive environment, to retain the customers, quality check at each point is essential as it proves to be a cost-effective measure. In order to track the benefit of customer service strategy, following actions can be implemented as an approach by the business:

- Call monitoring
- Analyzing all the customer feedback channels
- Cross checking the employee's performance and improvement
- Setting up a team of Problem management system with quality analytics personnel
- Examining budgets, profit loss statements, etc.
- Evaluating histograms and run sheets.

Action plan for each strategy

The monitoring is practiced to improve the effectiveness and efficiency of existing services. The following action plan can be implemented for each strategy:

- Training staffs in proper call handling
- Keeping call recordings of employees and customer's communication
- Designate a proper analyst team to inspect the customer feedback channels
- Establish a fair human resource (HR) department to track employees' performances
- Storing records of all the data related to business like budgets, profit loss statements, etc.

Resources required

For the proper outcome, basic resource requirement is essential. The following resources can be utilized for maximum productivity:

- Budget
- Dedicated team
- Trainer for the member of team
- Technical equipment
- Technician for support

People responsible

Different staffs are assigned various duties. For a team to be fully functional and yield the best productivity, following people held the responsibility:

- Business Manager
- Customer care personnel
- Quality Analyst
- Trainer for staffs

<u>**Timeline**</u>

The expected time for the above-mentioned event is allocated as follows:

Action plan	Time
Training staffs	Week 1
Recording calls	Everyday
Proper analyst team formation	Week 1-2
Promote human resource department transparency	Within week 1
Generating and Storing business records	Monthly

Recording of customer service progress and complaints

The methodology used to improve the customer service might not be fruitful always. The reliable information of customer service progress as well as complaints should be kept either in an electronic database or the paper files. It helps in the comparison of service before and after. This helps in logical decision making and develop clarity among the staffs.

Recommendation

The ability of translating data into knowledge can be used to develop a strong and satisfactory customer service in an organization by constantly monitoring and improving the services and products provided by a business. Giving customers control, promoting customer communities and aiming to designated goal defined by service niches can be a pillar to all this. To mobile the resources and enhance user experience a mobile app is recommended. It is expensive while buying the application or hiring a developer. So, an online website is also an good option where customer can put an order through and the organization can manage all the details and credentials.

Conclusion

Associations can gain from their client cooperation by observing quality across various channels, prompting better dynamics, administration, and procedures. Checking, calculating and monitoring the consistency of execution and administration must remain a requirement, but the investigation of "customer's speech" through various networks is equally necessary.

By accepting the view that quality control is a key process rather than a strategic one, organizations will begin to see an improvement in the experience of their customers and their customers along these lines becoming their most grounded champions.