

Streamlining the Customer Journey: From Sales to Measurement to Delivery and Beyond

Outline

- @the store
- Post Sales First Step: Measurement
- Measurement Process
- Manufacturing and Installation
- Service and Warranty
- CRM and Delivery Process

@the store

- Customer interaction at the store
- Design confirmation and negotiation
- Site measurement and design finalization
- Token payment and timeline agreement

Post Sales First Step: Measurement

- Importance of 3 times measurement by 3 different people
- Pillars and units fitting
- Payment options: Token, Advance, Balance
- Creation of Sales Quote and Sales Order

Manufacturing & Installation

- Timelines and communication with customers
- Manufacturing progress updates
- Balance payment and express delivery
- Installation process and considerations

Service & Warranty

- Handling damage during transportation
- Proper measurement training for service personnel
- Warranty issues and hinge replacements
- Customer success stories and best practices

CRM And the Delivery Process

- Customer satisfaction manager role
- Loading, dispatch, and unboxing process
- Ethos of Post Sales till Warranty phase
- Constant updates and clear communication with customers

Thank you