



Embracing Customer Satisfaction for Improved Service and Efficiency

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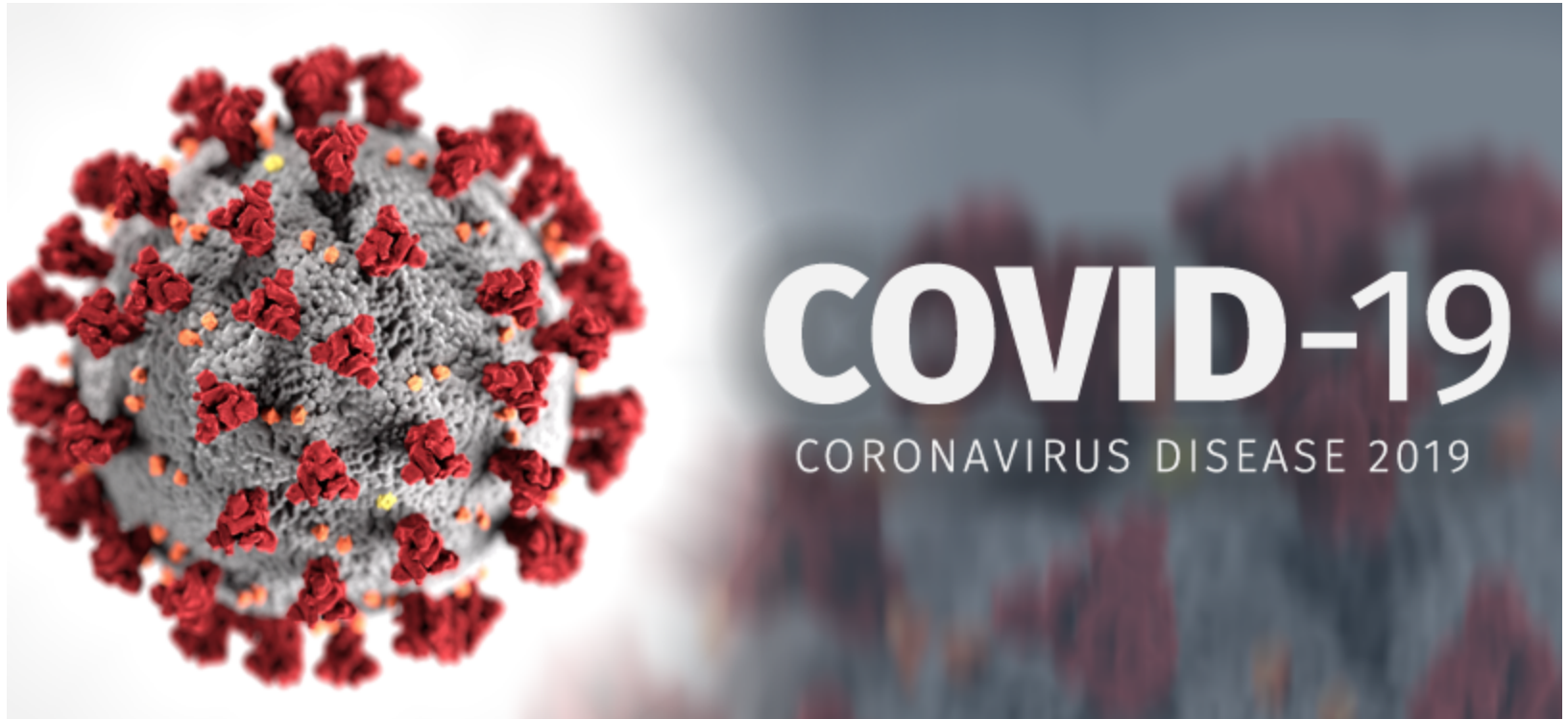
Presented By:

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Overview

- 1. Beyond COVID-19**
- 2. Understanding Customer Satisfaction**
- 3. Get your House in Order**
- 4. Know Your Customer**





BEYOND COVID-19

BUSINESS TRANSFORMATION

FOR THE NEW NORMAL

UNCERTAINTY
AND
BIG
CHANGES



NEW NORMAL

- **Create a new company culture.**
 - Flexible, Patient, Tolerant, Respectful, Understanding
 - Communicate in new ways
 - Labor market shakeup
 - Unemployment 20%?
 - Adjusting to new business model and economic downturn
 - More training, monitoring and retraining

NEW NORMAL

- **Develop a safety protocol**
 - More cleaning, sanitizing, distancing
 - Adhere to the governing authorities: CDC, Federal, State, business / organization, management
- **Make employees and customers feel safe**
 - Taking precautions going forward
- Review policies and update procedures for the new protocols and newer ways as they change
- New considerations in business disaster planning⁷

Understanding Customer Satisfaction

What is the difference?

Customer Service - The communication effort that you afford to an individual, your management staff, a co-worker, or any entity that requires your product or services.

Customer Satisfaction – The measure of how products and/or services supplied by a company to meet or surpass customer expectation.

Understanding Customer Satisfaction

The Service Product - Agreement with management and customers.

- What services **MUST** you provide?
- What are the service level agreements (SLA) and goals?

Understanding Customer Satisfaction

All Service Operations Have Customers

- Your customers drive your operation
- It's the reason you have a job
- Who are your KEY customers?
- “Captured Customers” can affect a performance rating.

Understanding Customer Satisfaction

Performance Ratings?

- You?
- Your customers?
- Management?



Understanding Customer Satisfaction

Negative Pressures

- Not staffing for fluctuating volumes
- Changes in business, services and levels
- Pressure to reduce labor and costs
- New or poorly trained staff
- Increasing costs, postage, couriers, staff, etc.
- Increasing demands, unresolved issues, slow to respond
- Not meeting SLAs
- Unprofessional image
- “Uncertainty”

Understanding Customer Satisfaction

Customers' Needs

- Meet their needs (SLAs)
- Minimal errors or delays
- Prompt reasonable complaint resolution
- Understand their situation
- Feel valued
- Expect a service attitude
- Go beyond when needed
- Document

Understanding Customer Satisfaction

Benefits

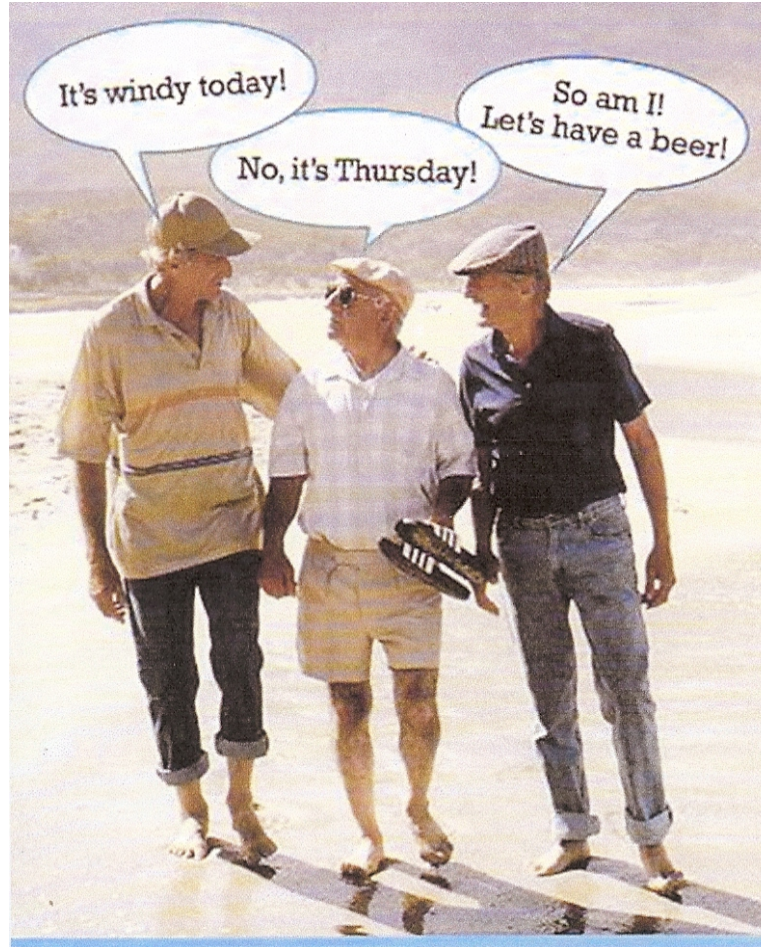
- Success for all
- Improves overall communications
- Understanding and support when things go wrong
- Increases opportunities for Improvement
- Taking on more responsibilities
- Improves efficiencies
- Supports the company's growth
- Become proactive not reactive

Getting Your House In Order

- Quality and error prevention
- Good business and personnel management
- Have a service attitude

Quality and Error Prevention

Start with Good Communications



Quality and Error Prevention

SLAs, SOPs and KPIs

- Understand what services are required and how to perform them
- Understand the level of performance that is necessary
- Understand how to measure performance
- Feedback up and down

Quality and Error Prevention

Develop Standards of Performance

- Expected productivity (SOPs) for each task
- Level of difficulty
- Proficiency needed and training requirements
- SLA - Timeframe for completion
- Benchmark
- Measurement (KPI)

Quality and Error Prevention

Develop Standard Operating Policies and Procedures

- Provides individuals with the information to perform a job properly and facilitates consistency in the quality and integrity of a process.
- Facilitates efficient and effective training
- Make available, easy to follow instructions

Business Management

- Manage your operation as a business
- Goals and objectives
- Assessing SWOT
- Budgeting and preparation
- Metrics reporting



Personnel Management

- Professionalism, values, respect, consistency and motivation
- Job descriptions and expectations
- Recognition and rewards
- Regular team meetings
- Cross-training and keeping it interesting
- Goal setting, planning and scheduling
- Workload management
- Be open

Service Attitude

- Develop a team culture of service
 - Purpose to pay
- Promote services and savings opportunities
- Professional image
- Be a source of information and resource
 - **How can we help you?**

Getting to Know Your Customer

- Know your job requirements
- You need “FEEDBACK”
- Determine the customer’s profile
- Understand the customer’s operation
- How can we mutually make it better?
- The Customer is Always Right
- Surpass Customer Expectations

Feedback

Ideally, a business is continually seeking feedback to improve customer satisfaction.



Feedback

How do you receive feedback?

- Regular customer meetings
- **Surveys**
- Open line
- Help Desk
- **Trouble / Resolution log**
- Reporting to and from management



Sample Survey Questions

- Is the current service meeting your service levels?
- If you have service level issues, have they been resolved to your satisfaction?
- What do you like about the current service?
- What improvements would you like to see?
- What additional services would you like to receive?

Feedback

Measure Survey Results

Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

- The objective is to measure customers' perceived satisfaction with their experience of the offerings.

Feedback

Trouble / Resolution Log

- A record of all customer issues, the action taken and the resolution. Each entry is dated and noted with the person(s) involved.
- A tool to stay on top of issues, resolve them quickly and a log of the steps taken.

Determine Your Customer's Profile

What's important to your customer?

- Validate service level agreements (SLAs)
What's most important?
- Establish Key Performance Indicators (KPIs) to measure SLAs
Monitor performance

Understand Your Customer's Operation

- What do they do?
- How does your team interact?
- What role does your service play?
- What is really needed?

How can we make it better?

- Discussions with customers and team on how improvements can be realized
- These may also yield efficiencies for your operation
- Set mutual goals for improvement
- Get your team involved for ongoing improvements
- Recognition

Rules to Ensure Customer Satisfaction

- 1. The Customer is always right.**
- 2. If the Customer is wrong, refer to Rule #1.**

The Customer is Always Right

- Have an open mind to recognize mistakes and **“make it right.”**
- The customer is the reason for your service
- Have open and frequent discussions
- **“How can we help you?”**

Surpass Customer Expectations

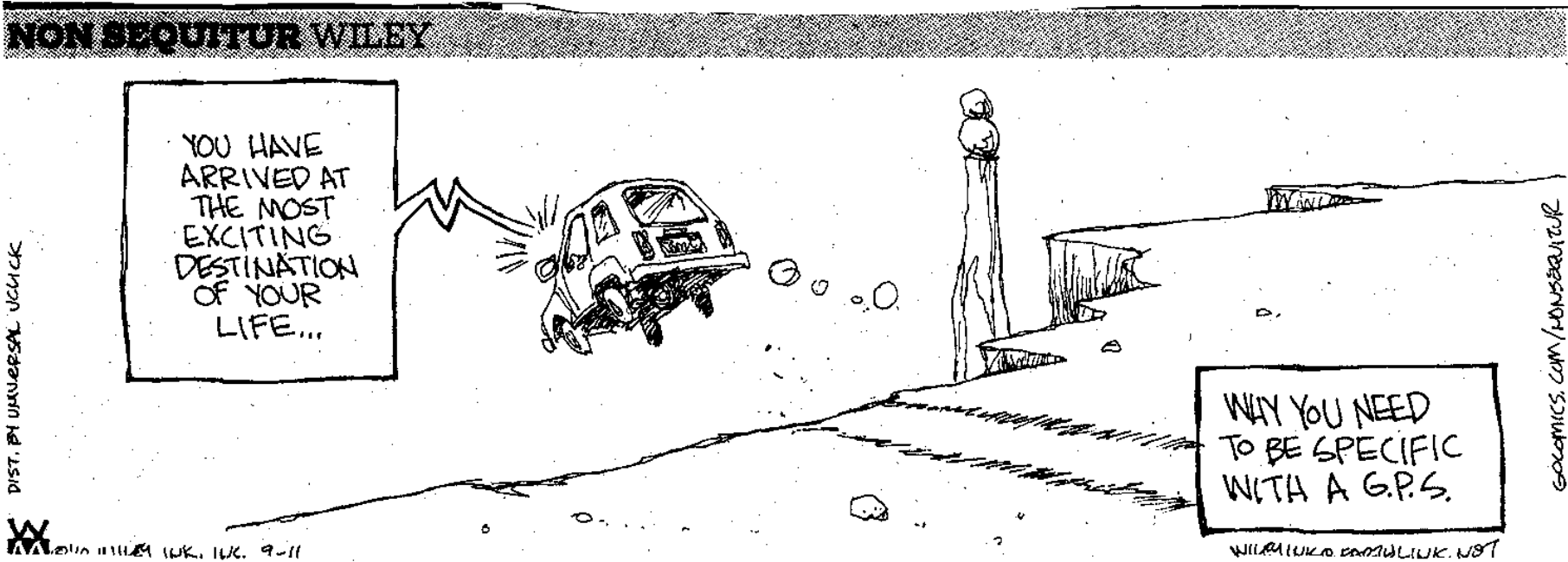
Customer Satisfaction –

The measure of how YOUR services meet or surpass YOUR customers' expectations.

- Take advantage of feedback, go the extra mile, do more than expected.
- **What are YOU going to do to surpass YOUR customers' expectations?**



Have Specific Goals and a Plan







Questions & Follow-up

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