Introducing the
Customer Service Audit

At amonavi consulting, we support successful companies to become even more successful, by providing tools and training focused at delivering superior customer service. Our clientele already recognize the importance of providing excellent customer service. We provide audits and solutions for customer service.

Overview of a Customer Service Audit

The Customer Service Audit would generally focus on discovering answers to the following key questions.

1. Who are your customers? Values, beliefs. What will they pay for?
2. Who in your company are your customer service reps/contacts?
3. Understand the current situation, expectations of customers, current sales cycle / delivery cycle.
4. What are the customer service standards for your company today?
5. What would you like the customer service standards to be? What can they be? What are the barriers to get there? What are the steps? Who needs to get involved?
6. What do your customers think today about customer service in your company? (anecdotal stories; report on tracking delivery vs. promise).
7. Customer satisfaction survey following the new process. Is it working? How can we improve? Customer Service is a continuous improvement program/process/project?

Follow-up

Based on the observations in the audit, suggested follow-up activities might include: training for staff; changes to the physical surroundings (such as providing more parking spots); increased communication with staff of the importance of being a customer-focused organization; and/or focused training around your customer service goals.
Evaluation Tools for Customer Service

**Storefront Audit:** How does your customer see your company when they walk through the door? We observe, evaluate and report on your customer’s experience when they visit your store. When your customer shops on-line for your products, how does your customer see your company from the internet?

Our **STOREFRONT REPORT** documents the observation of the front-of-shop activities, including all points of contact with the customer from finding a parking spot and walking through the front door, to transacting the business and leaving the building. Through observation, we identify and document the experiences of your customers and provide a report highlighting the good activities and recommending solutions for improvement where appropriate.

Our **3e-report** evaluates and reports on your website, e-mail communication and e-commerce facilities (if applicable).

**Customer Service Code:** A more in-depth evaluation process would start with developing a “Customer Service Code of Practice” and then evaluating the performance of each employee against this Code (which is different from a job description). This process of Performance Testing is specific to the job and specific to the individual’s performance.

**Customer Satisfaction Surveys:** Customer satisfaction surveys are also a useful tool for gathering information and testing whether your customer service is on target with customers’ expectations. Through discussion, we determine the size of the survey required, timing and goals of the survey for your company.

**Approach**

**Kick-off Meeting:** The objective of the Customer Service Audit is to provide valuable information to the Manager. Therefore, at the beginning of the project the consultant will meet with the Manager to review the company’s goals with respect to customer service and the style of service they would like to provide.

**Data Gathering:** Data gathering and performance measurement can be done through surveys, testing or observation. In the **STOREFRONT REPORT**, the observation time is about half a day, possibly divided into separate events to capture busy periods or different shifts. A schedule will be developed to incorporate observation times and locations as discussed and determined by the Manager.

**Reporting:** A document will be submitted to the Manager at the end of the project including: the results of the data gathering; trends identified; good practices highlighted; and solutions recommended for areas of improvement.