



Customer Service

Good service is good business

Customers and customer service go hand-in-hand and both are essential for the success of your business. In today's competitive marketplace, if you don't provide good service you won't attract customers. And without customers, you don't have a business.

Customer service is real, it matters, and most importantly, it is achievable.

Good service... is about always doing the right things the right way for customers.

Good service... leads to increased customer satisfaction. This satisfaction builds customer loyalty and in turn contributes to improved business profits.

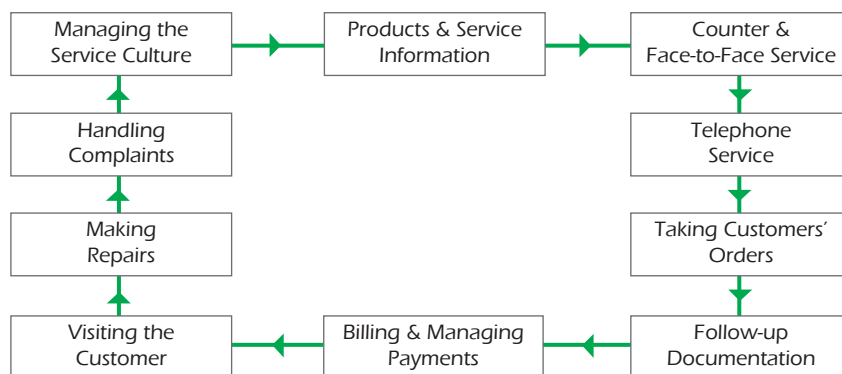
Goodservice... makes it easier for customers to deal with you.

Good service... encourages customers to keep coming back. Satisfied customers are more likely to refer new customers to your business.

A series of checklists has been developed to help you turn customer service theory into easy-to-follow actions. The checklists provide practical and affordable solutions for your business, regardless of how big you are or what you do.

The 10 key service activities

Customers go through a fairly typical sequence of activities or processes when dealing with businesses. Although it depends on the type of business you are in, from your perspective, there are 10 key service activities that could occur between yourself and customers and affect your service to customers.



Will the checklists help your business?

You can quickly check how your business stacks up by asking yourself 10 simple questions. If the answers are yes, then these Checklists will help you!

For each service activity	Ask yourself ...
1 Products and services information Clearly explaining what you offer	Have you ever had a misunderstanding with a customer because of some information you gave them or didn't give them?
2 Counter and face-to-face service Helping customers meet their needs	Does your business ever have inexperienced staff dealing with customers?
3 Telephone service Quick, accurate service	Has any customer ever said they have trouble contacting you?
4 Taking customers' orders Making it easy to buy	Are any customers filling out your order forms incorrectly, or asking when the order will be ready?
5 Follow-up documentation Relevant and timely follow up you promised?	Have you ever had a customer call back to ask you where is the follow-up?
6 Billing and managing payments Making it clear and easy to pay	Have you ever had a customer query your bill?
7 Visiting the customer Arriving on time	Have you ever been late when visiting a customer and not called to let them know?
8 Making repairs Fixed first time, on time	Have you ever had to take things back to be repaired properly?
9 Handling complaints Turning complaints to compliments	Are any of your customers more frustrated after complaining than before?
10 Managing the service culture A customer-focused business	Has anyone in your business said "I don't know what the customer wants"?

Office of Consumer and Business Affairs

Telephone (08) 8204 9777
Level 4, Chesser House
91-97 Grenfell Street
Adelaide SA 5000

Regional Offices

Telephone 131 882
Berri, 30 Kay Avenue SA 5343
Mount Gambier, 11 Helen Street SA 5290
Port Augusta, 9 Mackay Street SA 5700

We also provide services at the following locations:

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