



Customer Service

1. Product and service information

The initial information you provide to your customers about your business is critical to your future relationship with them.

In today's market, such information can range from the most basic of one-page flyers, through to sophisticated websites.

It includes all sorts of documented information that your customers see, such as:

- details about your business
- product catalogues
- service charters or policies (refunds, exchanges, complaints)
- price lists
- technical specifications
- user manuals
- instruction guides
- rules and regulations
- advertising.

The information can be in a variety of forms, including print, audio, video and an ever increasing variety of electronic forms.

It is important to clearly explain what you offer. To assist you to do this follow the checklist on the next page.

Checklist - Product and Service Information

Information about your products and services must be:

- ▷ Easy for customers to understand using plain language and diagrams appropriate to the customer. Do not use complex and technical language, abbreviations or jargon.
- ▷ Readily available to customers and able to be easily sent to them.
- ▷ Tailored to the specific requirements of customers to ensure it is interesting and useful to them.
- ▷ Accurate, clear and concise in conveying details about the scope of the service or product provided.
- ▷ Kept up to date, including information about when it was prepared.
- ▷ Clear in specifying if it is only relevant to certain situations, such as:
 - nominated time period,
 - specific geographic areas,
 - certain customers.
- ▷ Able to be easily stored by the customer.
- ▷ Specifically provided to customers if it forms part of any contractual agreement.
- ▷ Clear in providing contact details for any further enquiries.

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Regional Offices

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We also provide services at the following locations:

Naracoorte,
Port Lincoln,
Port Pirie, and
Whyalla

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