



Customer Service

5. Follow-up documentation

There can be many situations where you need to provide some form of follow-up information to the customer.

In some cases follow-up is initiated by the customer and in other situations contact is initiated by you such as providing quotes, sending information, providing progress reports or requesting clarification.

The critical aspects affecting follow-up documentation include:

- ensuring that you know exactly what is required by the customer
- sending out the information in the time requested by the customer
- following up to see if it has met the customer's needs.

The key phases in this activity include:

- confirming exactly what is required before sending information
- sending the information
- any related follow-up required.

Customers value things being personalised rather than just the standard form-letter, and they rely on you to make sure all the necessary information is included and relevant to them.

Speed of response is vital as often the requested information will be of importance to the customer. Clarity and relevance also apply for general product and service information. It is important to ensure that any further information sent to the customer must be relevant and timely.

To assist you to do this, follow the checklist on the next page.

Checklist - Follow-up documentation

1. Before Sending

- ▷ Confirm with the customer...
 - what they need
 - who it should be sent to
 - where to send it
 - when they need the information
 - when the information will be available.

2. Sending

- ▷ Provide a personalised covering note acknowledging the customer's request.
- ▷ Ensure the information is sent to the right person and will arrive within the time expected by the customer.
- ▷ Only include other information that you know will be of specific relevance and interest to the customer.
- ▷ Provide a contact number and easy reference if the customer has any queries regarding the further information.

3. After Sending

- ▷ Ideally within 1 week, check with the customer that the information was received, and help with any further queries.

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:

Naracoorte,
Port Lincoln,
Port Pirie, and
Whyalla

May 2006