



Customer Service

10. Managing the service culture

Providing the necessary management leadership is crucial to developing a customer service culture, irrespective of the number of staff employed by the business.

It is important to ensure that your business has the right service culture that allows good customer service practice to be successfully implemented and maintained.

To put it simply - staff don't create the service provided by a company, they deliver it. In fact, about 80% of the service delivered from a business stems directly from the company's processes, systems and policies. Good service can only occur where the management culture brings together a service environment that integrates the staff with the processes, systems and policies that are focused on servicing the customer.

To assist you to make your business a customer-focused business, follow the checklist provided.

Checklist - Maintaining the service culture

Key management areas include:

- ▷ Creating a customer service environment across your whole business that is specifically aligned with your customers' needs and focuses on customer retention.
- ▷ Having and actively following a customer service charter which clearly sets out the quality and standards of service your customers can expect from you.
- ▷ Ensuring that your business's policies, practices, systems, rules, facilities and staff actively provide for excellent customer service delivery.
- ▷ Integrating your customer service strategy into your overall business approach and plans.
- ▷ Creating a structure and culture that enables high levels of staff satisfaction, and rewards staff for their ability to deliver excellent customer service.
- ▷ Ensuring you have mechanisms in place to obtain regular, reliable feedback from your customers about their needs and your service.
- ▷ Actively encouraging quality service and continuous improvement in everything your business does. This requires ongoing examination of the underlying causes which create or tolerate service problems and changes in practices which created the problems.
- ▷ Ensuring your business always complies with fair trading laws as a natural complement to best practice customer service.

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

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