

# Customer Services

IntegrateHR - Human Resource Consulting and Systems



## About Customer Service

In the modern era building customer satisfaction and loyalty is a vital element in driving sustainable and profitable business – but do we really know why? And what should organisations really be doing to achieve these goals?

“Good customer service costs less than bad customer service”. Recognising this has led many organisations over the past few years to become more focused in terms of customer service and retention; and many are increasingly setting themselves strategies to measure and ensure these.

However many put customer-driven processes in place but forget that the key to building customer loyalty and retention is how customers are treated during and after interactions. It is key that an organisation ensures its staff become more customer focused and service oriented.



## Why Customer Feedback?

There is a strong relationship between customer satisfaction and customer retention.

A good method to establish whether our customers are satisfied with us is to ask them. Too many of us though have underestimated the power of customer feedback and the true reasons why customers defect - the overwhelming issue for customer defection is not price, product or problems, it is how they feel treated.

Asking your customers for feedback helps to understand this and starts to build customer loyalty.



## Why IntegrateHR?

IntegrateHR's staff and associates have many years of experience in the UK and around the world in helping organisations enable and improve their customer relationships and their staff enhance their customer service skills.

We are passionate about good customer service and the benefits this brings to organisations, their staff and, of course, their customers. We recognise that organisations and individuals need continuing support to help improve the way they deliver customer service. We also know that it is a never-ending journey because customers themselves have ever-changing needs and expectations.



## How We Can Help

Your organisation should have an avowed and 'lived' corporate value of 'customer focus' and a definable and measurable customer retention strategy. IntegrateHR Consultants have the skills and experience to help with this.

Gaining customer feedback is vital. IntegrateOS is IntegrateHR's proprietary web-based organisational questionnaire tool. Thus we are fully equipped to help you with asking for, and gathering, customer feedback on an ongoing basis.

Your organisation should expect and reinforce its leaders and employees to live their corporate value of 'customer focus'. Our proprietary customisable Customer Service Skills workshop will help build their understanding, motivation and skills in this key area.

IntegrateHR can provide the ongoing consulting, experience and support that all of the above need to fully embed them in the organisation.



## Case Study

Following poor customer feedback ratings a global computer manufacturer and retailer wanted to improve the customer service skills of its call centre staff in the UK.

Using its Customer Service Skills workshop IntegrateHR trained the client's call centre staff and supervisors. All worked on an action plan to continue to build skills in the workplace and supervisors were also given coaching skills to help staff with this task.

Whilst the workshop content and experience gained high rating from the attendees, further customer surveys revealed considerably improved customer satisfaction.

