



Customer Centricity Best Practices

Delivering quality service to your customers by focusing on being customer centric will provide a clear strategic advantage to your business. This checklist will allow you to assess your current position and show where you could improve.

Owners of well managed SMEs should be able to answer 'yes' to most of the questions in the checklist.

NOTE: where 'you' is used, if your business is sufficiently large, it can refer to 'the responsible person'.



CUSTOMER CENTRICITY BEST PRACTICE	WE DO THIS? Y/N	COMMENT
POLICIES AND PROCEDURES		
There is a written customer service policy that reflects a strong commitment to customer satisfaction		
This policy is known to every team member		
There is a mechanism for gathering team ideas on improving customer centricity		
There is a written complaint handling policy		
There is a written refund and exchange policy		
These policies were developed in conjunction with team input		
Customers are periodically surveyed for their view of your: <ol style="list-style-type: none"> 1. Knowledge of their needs 2. Product quality 3. Service support and guarantees 4. Returns policy 5. Complaint handling mechanism 6. Delivery timeliness 7. Ordering and billing timeliness and accuracy 8. Team behavior towards them 		
There is a timetable for reviewing polices		
RECRUITMENT AND TEAM TRAINING		
Customer service attitude is one of the things assessed in your recruitment process		
Sales team been trained in the relationship selling technique		



All team have been trained in negotiation skills		
All team have been given training in interpersonal skills behavior		
All team have been trained in the internal customer-touching processes such as answering the phone, writing letters etc.		
PERFORMANCE ASSESSMENT		
Performance assessment includes consideration of customer centric attitude/behavior of team member		
Telephone and letter writing standards of the team are monitored		
Team members are made to feel appreciated for providing customer centric service		
COMPLAINT HANDLING		
The complaints policy includes guidelines on: 1. How to receive complaints 2. How to resolve complaints 3. Identify who is responsible for resolving complaints 4. Indicate levels of authority to resolve complaints and when they must pass upwards		
It is made as easy as possible for customers to lodge complaints by telling them where, how and to whom to complain (e.g. via posted signs, advertising, etc.)		
A standardized complaint form is used in order to collect all necessary information from the customer the first time the customer complains		
A time limit is set for complaint resolution		
Complaint statistics are recorded and reported		
REFUND AND EXCHANGE HANDLING		



<p>The refund and exchange policy includes guidelines on:</p> <ol style="list-style-type: none"> 1. Acceptable reason for return 2. Form of refund (cash, credit etc.) 3. Where a refund can be obtained (e.g. any branch) 4. Valid return time 5. Restrictions (e.g. may not apply to discounted items, underwear etc.) 6. Acceptable proof of purchase 		
<p>The policy is posted in the business premises</p>		
<p>QUALITY CONTROL</p>		
<p>Customer comments are analyzed into types so as to track trends?</p>		
<p>Customer comments are used to improve practices</p>		
<p>Returns/exchanges are tracked to assess quality of different lines</p>		
<p>The level of technology is sufficient to support customer needs (intranet between stores etc.)</p>		
<p>KEY PERFORMANCE INDICATORS</p>		
<p>Regular reports are produced on:</p> <ol style="list-style-type: none"> 1. Percentage of satisfactorily resolved complaints 2. Timing and quality of responses to customers 3. Refund types and value 4. Annual cost to the business associated with returns (e.g. packaging, delivery, stock control time, cleaning and repackaging, losses on resale price etc.) 		