Customer Service and Quality Mnnagement Plan

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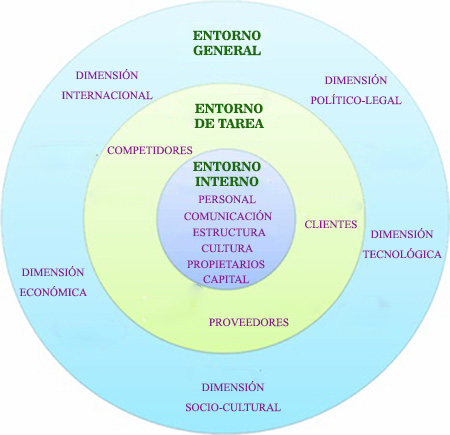
Customer Service and Quality Mnnagement Plan

# ****Mission****

"To assist our clients with efficiency, respect and courtesy, offering equipment with adequate technology for each application, develop and produce new projects, guaranteeing the reliability and performance of our products, and reengineering and maintenance of turbo-machines and components."

# ****View****

"Expand our segment of action through technological development, providing sustainable results."



# Internal Customers

## Owners

It is the group of people who have invested in the company and have property rights over the organization. They have the right to change the policies of the company at any time.

## Mission

Why is there an organization? What's its purpose? Answering these fundamental questions describes the mission of an organization. A successful organization has a clear sense of its ultimate purpose and knows how to fulfill that purpose.

## Board of Directors

It is the governing body of the company chosen by the shareholders, being assigned the responsibility of supervising the main managers of a company, such as the general manager.

# External Customers

## ****Task Environment****

It consists of factors that affect and are directly affected by the operations of the organization. A manager can identify these factors as being of specific interest, rather than having to deal with the more abstract dimensions of the general environment:

## ****Competitors****

The policies of a company are often influenced by competitors. Companies always try to stay in the competitive market and go further than their competitors. In the current world economy, competition and competitors have increased enormously in all aspects. The positive effect of this is that customers always have options and the overall quality of the products increases. Competition can break a company: just look at how many libraries fell and closed competing with Amazon.

## ****Customers****

Customer satisfaction is the main objective of every company. The customer is the one who pays the money for the products or services of an organization. They are the ones who grant the benefits that companies are looking for. Managers should pay close attention to customers, because the purchase they make is what keeps a company alive and strong.

# Machine Quality Specifications

The quality of the work of the machines depends on a good design, but also on the optimization of their conditions of use. In the case of centrifugal distributors, the final distribution is determined in part by the effect of wind on the projection. Also in terms of quality of application, the Blaster de Arbos sprayer (Bronze Medal) uses an articulated frame whose axis of rotation, instead of being at the tip as in most of the sprayers dragged from the market, is placed next to the axis back, near the pen.

# Promotion of the Widget

On the other hand, the consumer experience can be enhanced based on three essential bases:

1. Design : Here different elements intervene, such as packaging, a poster or advertisement, the web, applications or even a retail space. The design represents the dress with which the brand is shown to others and that is the importance that you must give it.

2. Usability: The experience in the use of a product can be enhanced when everything is simple for the user and there is greater empathy with the brand.

3. Customer Service: Customer experiences are enhanced when empathy is achieved between employees and customers.

There are many problems that can be generated in customer service interactions. Next, we show you the most common problems that you must identify so that you can begin to improve the satisfaction of your customers in your Contact Center:

# Common Customer Service Issues

Knowing perfectly the product or service that sells your brand is a duty of your Contact Center, those in charge of providing assistance and support to customers should know these issues in depth, in order to respond with ownership and total security on different aspects and needs of your users (Zeithaml et al, 2017). If your client has a problem, they will contact your Contact Center provider and if the advisors do not have the correct information, it could be annoying, and in the worst case they could be changed with the competition; For this reason it is a priority to ensure that all members know perfectly the products or services of your brand. Currently, contact centers offer brands the use of Mystery shoppers where the evaluator poses as a client and evaluates the attributes in the interactions. With this procedure it is ensured if the service that is being offered is the correct one and the one that your clients want; this tool represents a way to improve processes and reach solutions in the first contact. Correct problems or deficiencies in the information handled by your advisors, is a key aspect that your provider must do customer service. Otherwise, your Contact Center will not be able to maintain satisfaction levels, and will directly affect the productivity and image of your brand (Zeithaml et al, 2017).

Good listening and empathy are qualities in which all the team in charge of customer service should work , strive to pay attention to each of the needs expressed by the client, and "put on your side" with the intention of understand their situation and provide the appropriate solution. In this way you can provide accurate answers, and avoid misunderstandings in the communication that generate discomfort for the client to try to explain their situation, causing the interaction to end again to communicate again in the best case or retiring with the competition at worst . Good listening together with empathy will also make your customers loyal, making them your brand ambassadors. Remember that the best advertising comes from the recommendation of other users. A way to validate and know if a good service is being provided is through call time (AHT) in some Contact Centers. It allows you to validate if the needs are solved in a concrete and fast way, an analysis of this report accompanied by the report of resolutions to the first contact, will allow you to know if your agents are paying attention to the requirements of your clients and if their needs are solved. Ask your Contact Center for the time and quality reports in the interactions to verify if there is any tendency between time vs. time. quality of service.

# How to Resolve Customer Services Issues

As a first point for your new customer service strategy, you should know that over the years, more companies have understood that the best way to avoid problems related to customer service is to prevent them from being created from the beginning. This means that they are not only giving themselves the task of creating content for self-help on their websites (information so that the consumer can solve only their problems) they are also sending that content through any existing point of contact between brands and consumer.

## Consumers Expect More Than One Live Chat Session

By 2019 it is expected that the demand in the area of ​​live chats will continue for the brands and this will have an important growth. Functions such as adding images or files to a conversation have served in recent years for firms that already implement them, so now this is a new standard that is sought and must be overcome (Zeithaml et al, 2017). For your customer service strategy you should consider that consumers are expected to seek to boost the capabilities of live chats even more by using features such as screen sharing or video chat.

## AI ​​will be further integrated

As a last point in your next customer service strategy, consider that many are already familiar with Artificial Intelligence in customer service, proof of this are the hundreds of chat bots that exist everywhere, even in platforms like Facebook and Twitter. However, the above is not what this point refers to, by 2019 the AI ​​is expected to evolve to be more focused on how it can help customer service agents solve complex problems.

## Implementation of the Training Program for the Organization

The [implementation of continuous training initiatives](https://translate.googleusercontent.com/translate_c?depth=1&hl=en&prev=search&rurl=translate.google.com&sl=es&sp=nmt4&u=http://www.edenred.es/blog/acelerar-proceso-aprendizaje-equipo-de-trabajo/&xid=17259,1500004,15700021,15700186,15700191,15700248,15700253&usg=ALkJrhhrVGioDFWhRS_UApyyAVke18jAUw) in organizations entails benefits for both professionals and companies, since, as C. Lemoine points out in *Evolution of Training in Organizations* , it is a key factor that allows the strategic adaptation of human capital to the changes that occur in markets and companies.

* They acquire new skills and abilities linked to their professional career.
* They feel more satisfied and motivated to perceive that the organization cares about their development.
* Increase your confidence to perform your positions and assume new responsibilities.
* Greater participation and innovation are encouraged , as a consequence of that greater self-esteem and training.
* Work errors and accidents are reduced .
* They improve their ability to adapt to changes and reduce work stress.
* Coordination among employees is facilitated .
* They offer greater effectiveness in their functions.
* It enhances the possibilities of internal promotion of professionals, by adding new skills.
* They achieve a better performance that results in the overall productivity of the company.

# Development of the Training Module

However, as Goldstein points out in his work Training in Organizations , "training is not a cure-all remedy; This must be systematic and planned and be part of a sequential and logical process , consisting of a series of steps that must be taken into account. " Therefore, for investment in business training to achieve good results it is necessary to plan the programs following the following steps .

- Identification of training needs

Why should we organize a software management course for the entire workforce when only a couple of employees work with it? The training initiatives of the company should be aimed at satisfying the needs of each collaborator, preparing teams for possible changes or market demands or adapting the staff to the technological update , so it is important to detect which are the areas of improvement (Lengnick-Hall et al, 2016).

# Key Performance Indicators for Business

Customer service works as a direct communication channel. Therefore, as a business strategy, it becomes fundamental in the process of interaction between the company and its customers. How can you improve it? Measuring your performance. The importance of measuring and analyzing is always key in an organization. It is related to the ability to achieve strategic objectives, which must be aligned with the business strategy already defined. In this sense, the indicators work as parameters that define if a good service is being offered to the client , fulfilling the expectations and generating satisfaction of the same. Factors that, in sum, will lead to loyalty and greater sales. Then, Atención Telefónica ® presents the following indicators with which you can improve customer service (Lengnick-Hall et al, 2016).

## Net Promoter Score (NPS).

The NPS index revolves around a premise: on a scale of 1 to 10, how willing would you be to recommend this brand? The person who answers 9 and 10 is a promoter; 7 and 8 is passive; and if it answers below 6 it is detractor. This indicator is perfect to analyze if quality is being provided in the contact center .

## Complaints

Complaints serve as an indicator of behavior. It is necessary to monitor the different channels of attention with the purpose of collecting and analyzing data, which can be applied in the strategies. The intention is to turn a bad experience into a loyalty opportunity.

## Average Response Time.

This allows us to measure the efficiency with which agents work. It also helps define a strategy to improve the attention provided by your brand or even improve the corporate image. According to InConcert, it is estimated that in the contact center industry the average time should be 20 seconds. However, the attention channel must be taken into account. The periodic evaluation of your customer service is essential for its proper functioning. This can be the true differentiator that leads to success. Likewise, the feedback from its customers about it offers a window of opportunities for improvement. Which will be visible in your Return of Investment. It must be understood that the service is part of a value chain and life cycle of both the company and the consumer.

## Role of Manager in Customer Service

Although its management covers a wide range of aspects and departments within the company, the set of responsibilities that determine the role of the maintenance manager are well defined. Among the specific functions that must be fulfilled, it is worth mentioning:

* Maintenance policies and practices are planned and set by the top management of each organization. Precisely, one of the primary responsibilities of the maintenance manager is to enforce them, making the necessary adjustments to the internal structure of the department.
* The maintenance manager is responsible for establishing the computerized systems and mechanisms that allow him to monitor the performance of the equipment, as well as control the status of the different facilities. Although monitoring its good condition and functioning is a task in which all the members of the maintenance department participate, the manager centralizes the general and detailed observation of the equipment and facilities.
* This detailed and at the same time generalized knowledge of the operation and condition of the equipment and installations, offers the maintenance manager a privileged position to distinguish and correctly establish the order of priorities in repairs and maintenance tasks. Precisely for that reason, it corresponds the schematization of the agenda of tasks in order of priority, taking into account the equipment and periods of time that have greater influence on the productivity of the company (Lengnick-Hall et al, 2016).

# Recommendations

[**FRACTTAL**](https://translate.googleusercontent.com/translate_c?depth=1&hl=en&prev=search&rurl=translate.google.com&sl=es&sp=nmt4&u=https://www.fracttal.com/comenzar-ahora/&xid=17259,1500004,15700021,15700186,15700191,15700248,15700253&usg=ALkJrhjcZa8duYq8YxD2pKJzoY9H4Hx8Jg) is the CMMS / EAM solution specially designed to help maintenance managers, ensuring a simple and organized management that helps you prioritize, plan and monitor the different tasks and activities, based on reports generated in real time.

Thanks to its database based 100% on the cloud, [**FRACTTAL**](https://translate.googleusercontent.com/translate_c?depth=1&hl=en&prev=search&rurl=translate.google.com&sl=es&sp=nmt4&u=https://www.fracttal.com/comenzar-ahora/&xid=17259,1500004,15700021,15700186,15700191,15700248,15700253&usg=ALkJrhjcZa8duYq8YxD2pKJzoY9H4Hx8Jg) is the software SaaS (Software as a Service) that offers unlimited storage capacities to organize and dispose all the data and vital information about the equipment, its history and guarantees, between others. It also helps to organize the different inventories of the department, such as the spare parts and parts necessary to carry out all the repairs and routine maintenance tasks, as well as the documentation referring to manuals of use, guarantees, repair manuals and procedures, diagrams, photo illustrations, and any other reference document that may be useful to technicians when intervening equipment and facilities. This methodology of electronic documentation of requests, work orders and completed tasks facilitates the performance of audits, as well as a comprehensive view of the history of the equipment and its functional status, to properly plan the tasks, and thus extend the useful life of equipment making efficient use of financial resources (Lengnick-Hall et al, 2016).

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Zeithaml, V. A., Parasuraman, A., Berry, L. L., & Berry, L. L. (2017). Delivering quality service: Balancing customer perceptions and expectations. Simon and Schuster.