

# CustomerReview



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

## **Giving you the information you need to be successful**

Successful companies understand that giving their customers a great experience means that customers will keep coming back, time after time.

Knowing how well they are delivering great customer experiences is one of the most important pieces of management information a business can have.

CustomerReview, based on the Telarc Customer 1st business model, is a comprehensive review of everything your company is doing to deliver great customer experiences.

The CustomerReview process involves a Telarc Customer 1st reviewer visiting your company to talk to the management team and staff. The reviewer will walk about your company to look at your business systems and observe how your staff interact with your customers.

A sample of your customers is also surveyed by telephone. They are asked to rate your company and staff performances over a range of activities. The results of the survey are fed back to you and included in determining how customer driven your company is.

## **Review model**

Your company's performance is reviewed using the Telarc Customer 1st business model developed entirely from the customer's perspective. This model outlines five core processes necessary to give your customers a great experience every time they do business with you:

### **1. Customer experience and fulfilment.**

Customers are made to feel welcome when they visit your company. It is clear what they can expect from you and that you will deliver on your promise. Their needs are understood and you provide solutions to their problems. You also follow-up and check they are happy with the experience.

### **2. Effective staff management**

Your staff are capable and competent because you hire, train, and encourage staff to deliver great customer experiences.

### **3. Managing results**

Customer retention is your No.1 aim. Your staff understand this and are involved in improving your company. You have effective staff and financial performance measures, and you use the results to drive your company forward.

## **4. Leadership**

You have a vision, strategies, and a plan for your business that all staff share. There are policies and processes in place, and you keep abreast of developments.

## **5. Learn about the customer's world**

You know who you want to do business with and why. You and your staff have learnt about the customer's world and use that knowledge to change the way your company is run.

Within the five processes, there are 32 essential activities that must be carried out for each process to be effective. In addition, there are 149 elements within the activities, creating the most comprehensive business model available to you.

Each activity is scored so that at the end of the review an overall score is obtained that tells you the level of customer experience your company is providing.

## **Preparing for the review**

The Telarc Customer 1st reviewer will work with you to prepare for your first CustomerReview.

## **The sorts of things you need to consider doing include:**

- Fully involve your staff in preparing for your first review; help them understand that it is the company that is being reviewed, not them personally.
- Choose a date when you will be ready for the CustomerReview and inform your staff.
- Provide us with a list of your key customers and their telephone numbers; we will phone these prior to the review taking place, and present you with a CD of the interviews with the final report.
- Prepare an organisational chart or staff list with each person's job responsibility; from this we will select a sample of staff to interview.

At the commencement of the review, the Telarc Customer 1st reviewer will meet with you to ask questions and to review a selection of your management processes and reporting practices. The reviewer will then talk to your staff and observe your normal daily interactions with customers.

## CustomerReview (*continued*)

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**After the visit you will be given both verbal and written reports showing:**

- An overview of your strengths, weaknesses and opportunities to improve
- A detailed evaluation of the level at which your company is performing on the five processes of the Customer 1st model
- Specific recommendations about what you could do to take your company to the next performance level in each activity
- A score for each process and activity, and a total score showing your company's overall performance
- Your customers' voice and comments recorded on CD
- A Telarc Customer 1st Approved certificate.



*To find out how this unique business tool will make your company more successful, contact the Telarc Customer Service Centre on 0800 004 004 or email: [admin@telarc.co.nz](mailto:admin@telarc.co.nz)*