

CustomerReview in a nutshell



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

1. Join the CustomerReview programme. You will receive an outline of what will be covered in the review, and information you can give to your staff and your customers.
2. Book for a specialist to visit your company. The review usually takes 2 to 4 days, depending upon the size of your company.
3. Tell your staff and your customers the review will be taking place.
4. Telarc Customer 1st staff will meet with you to ask questions and to see some of your management reporting.
5. They will then talk to your staff and walk around your site. Some staff will be interviewed individually and others engaged in informal chats.
6. They will interview a number of customers from a list provided by you. Some of these might be face-to-face interviews, while others may be held over the telephone. At your request, a larger sample of customers will be surveyed.
7. At the conclusion of the visit, the Customer 1st staff will then meet with you and your management team for one or two hours to give you feedback. You will be given both a verbal and written report showing:
 - Your company's strengths, threats and opportunities for improvement.
 - A detailed evaluation of the level at which your company is performing on each of the activities in the five processes that make up the Telarc Customer 1st business model.
 - Specific recommendations about what you could do to take your company to the next performance level in each activity.
 - A score out of 500, which you can use to promote your company to your customers.
 - A CD recording of the interviews with your customers.

Your membership in the CustomerReview programme also gives you access to best practice companies, specialists, tools, resource material, books, newsletters and seminars and training courses. Customer 1st recommends that reviews be conducted annually.



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