

# ➤ A guide to preparing for CustomerReview



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

1. Contact the staff at Telarc Customer 1st and discuss your company needs with them. They will help you identify the requirements for your company to have a successful review.
2. Identify a time period in the near future that would suit your company to be reviewed.
3. Inform your staff about the Customer Review. The Customer 1st staff can help you with this but, the best reference material is the book, *Putting the Customer First* by Ian Brooks, Nahanni Publishing, 2003.
4. Inform your key customers that your company will be undergoing a CustomerReview to see how well you look after your customers and what you can do to improve the experience you provide your customers. The Customer 1st staff have a letter that you can send you customers for this purpose. Note, telephone interviews with your key customers is part of the CustomerReview.
5. Prepare a list of your key customers and their telephone contact details for the Customer 1st Reviewer. The list is best presented in order of the customers' value to you and, where possible, grouped in your customer segments (types).
6. Prepare an organisational chart or staff list with each persons job responsibility for the Customer 1st Reviewer. This will help the Reviewer identify the key staff to interview during the review.
7. Smile and relax, the Customer 1st Reviewer will arrive and ensure that the review runs successfully for you, your staff and your customers in a friendly and relaxed manner.



*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)*

**Further reading:**

*Putting the Customer First* by Ian Brooks,  
Nahanni Publishing, 2003.

*This book can be ordered from [www.nahanni-publishing.com](http://www.nahanni-publishing.com)*