



# THE TELARC CUSTOMER FIRST PROGRAMME

## Keep customers for life

Successful companies understand that looking after their existing customers must be their No. 1 priority. They also know that looking after their customers means delivering a great experience every time their customers do business with them.

Creating a great customer experience doesn't happen by chance. It requires effective leadership, sound business processes, motivated staff, and a desire to constantly improve. Telarc Customer 1st™ is a unique business tool that can set your company apart from others in the marketplace. It is a two-part business programme designed to help you create that great experience for your customers so you keep them for life.

The programme is unique, having been developed entirely from the customer's perspective. By looking at your company through customers' eyes, Telarc Customer 1st™ reveals just how well you are delivering great experiences and how you can do even better.

## CustomerReview™

The Telarc Customer 1st™ business model is the basis for the CustomerReview™. This model outlines five core processes necessary to give customers a great experience every time so that they want to come back for more:

1. Customer Experience and Fulfilment  
*I have a pleasurable experience and get what I want*
2. Effective Staff Management  
*Your people are capable of giving me what I want*
3. Managing Results  
*You understand that your success comes from my success*
4. Leadership  
*I want you to be a customer driven company*
5. Learn About the Customer's World  
*You know all about me.*

Your company will be reviewed in-depth by a Telarc Customer 1st™ reviewer and scored on a range of activities that determine how well your company is performing in these five core processes. The review includes interviewing staff and a selection of your customers to obtain the perspective from those that really matter.

## What you get from CustomerReview™

At the end of the review you will receive a written report providing:

- An overview of your company's strengths, weaknesses, and improvement opportunities
- Comments about how well each activity within the five core processes is being carried out
- A commentary on the interviews with your customers, and a CD of the full interviews so you can hear what your customers are telling you
- A score showing your company's overall performance so you can measure your progress from one review to another

The Telarc Customer 1<sup>st</sup> reviewer will also meet with you and your team to discuss the results of the review.

## **CustomerVoice™**

CustomerVoice™ is customer research made easy. You don't need to spend large sums of money doing complex market research to find out how successful your company is likely to be tomorrow. It is as straightforward – and inexpensive – as asking just one question!

Not only does it work for customers but it is equally effective in measuring what your staff think about your company and their job in it. Having staff that are *promoters* rather than *detractors* can only be good for your company.

## **The people behind Telarc Customer 1st™**

Customer 1st™ is a collaboration between Telarc Limited and Dr Ian Brooks. Telarc Limited is a government owned company established to promote excellence in company management. For over twenty years Telarc has championed the drive for best company practices in New Zealand and overseas.

Dr Ian Brooks is New Zealand's leading expert in customer care and is New Zealand's most published author in business management. His ideas have helped thousands of company leaders worldwide. For more information visit [www.ianbrooks.com](http://www.ianbrooks.com)

## **Who should join the Telarc Customer 1st™ Programme?**

Telarc Customer 1st™ is equally appropriate for business-to-business and business-to-consumer companies. Even not-for-profit organisations, and central and local government administrations, with their large public responsibilities, will be more successful by becoming Customer 1st™ Approved. If you have a customer, Telarc Customer 1st™ is for you.

Find out more

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)