

Customer Handling Practices

Typical Issues

The ability to increase customer satisfaction and improve market penetration plays a vital part in any franchise, but the growing needs and increased expectations of customers make this extremely difficult. The result is often that individual areas of improvement are identified, but few are fully addressed.

The ability to then identify whether any implemented actions have effectively worked can also prove to be problematic. Consequently, it is often unknown whether a measured improvement has been made.

Our Solution

The Customer Handling Practices programme's principal aim is to define and document a series of customer handling standards to ensure that all customers receive the highest levels of customer service. This has a positive impact on customer satisfaction and, therefore, CSI results.

The programme is built upon a basis of 'proposition elements'. These elements are used to describe the method of delivery for the defined levels of service. This enables ongoing self-assessment and provides continuous improvement opportunity at all levels. The outcome is an increase in customer service levels, customer retention, dealer profitability and overall long-term business growth.

The Benefits

- Increased CSI performance
- Increased levels of customer retention
- Improved market penetration for sales and after-sales
- Increased network productivity, efficiency, quality and profit
- Defined framework of management disciplines, procedures and controls
- Reduced costs attributable to inefficiency and poor quality

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