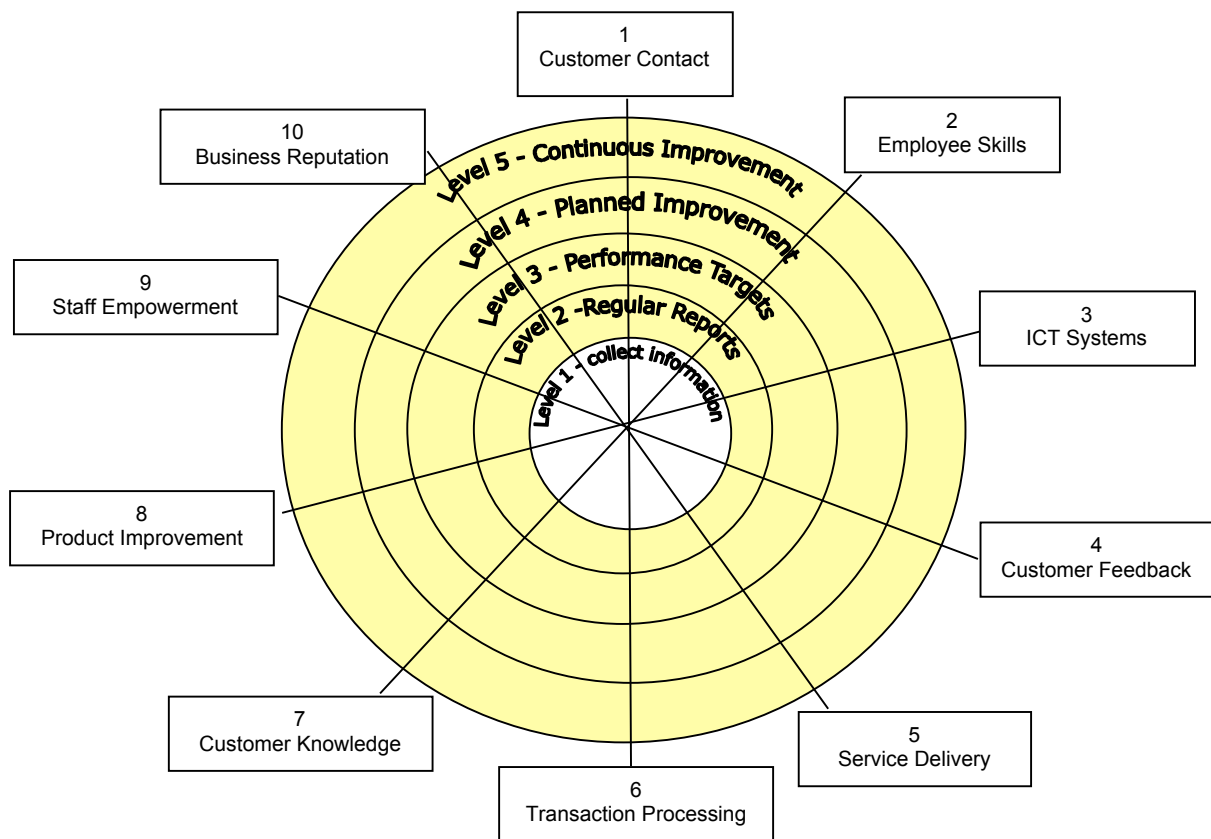


Customer Wise Audit©

How Well Does Your Business Meet Your
Customers Expectations?



Customer Wise Who's Who

Customer Wise is a self-supporting project, partly funded by the European Union under the European Regional Development Fund.

Margaret Whitham and Alison Hitchen are Project Managers

Giles McClelland is Research and Market Intelligence

Anne Marie Craven is administrative officer

Customer Wise has 15 accredited Customer Champions

Customer Wise is based in Lancashire Business School at the University of Central Lancashire, in Preston, Lancashire, UK.

The Customer Wise Audit Tool was designed by Robert Hale and Giles McClelland.

For further information

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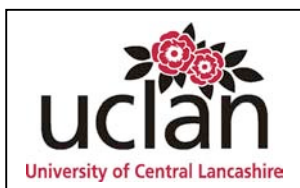
Telephone 0845 402 2480, Web www.customerwise.org.uk.

Web site – www.customerwise.org.uk Telephone 0845 402 2480



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Welcome to being Customer Wise

What Does Customer Wise Do?

Customer Wise believes that all businesses and organisations can improve their performance by having processes in place to look after customers. These customer management processes are designed to ensure that the business delivers its products and services in a manner that not only meets customer expectations but where possible, exceeds them.

Customer Wise is an awareness campaign asks organisations to consider whether they are getting the most out of their customers? At Customer Wise we believe that you will only do that, by being more wise about your customers!

The Customer Wise Audit forms part of our campaign by helping organisations to look at how well they are currently performing and by highlighting the areas where improvements to their customer management processes, need to be made.

After lengthy research by Customer Wise, ten areas for action have been identified. Within these ten areas, five levels of service have been identified. Level 1 is where there is little or no awareness of the initial steps needed, up to level 5, where truly exceptional service is continuously delivered, enabling the organisation to exceed customer expectations. These levels are based on international standards pioneered by Carnegie Mellon University in their CMM, (the Capability Maturity Model) and adopted by project planning specialists in Prince2.

The Customer Wise Audit is used to quickly scan all areas of the business and to mark, on a scale of one to five, the level of processes that are currently in place to enable the organisation to meet customer expectations.

If an organisation is lacking, an action plan can be put in place for them to achieve the next level of service. Our Customer Wise Customer Champions have been trained to help you by administering the Customer Wise Audit and then agreeing with you an action plan which is bespoke to the circumstances of your organisation.

Accessing the Customer Wise Support

There is no charge for organisations with premises in fully eligible Objective 2 areas for the above services. All enquiries will be responded to by phone and email, and when appropriate an appointment made for a Customer Champions to visit.

Customer Wise is able to offer their services to other organisations on a commercial basis. Services available include: In-house introductory workshops on the Customer Wise Audit; A Customer Champion administering the Audit and recommending an Action Plan; and access to specialist consultants. Consultants from ICT, HR, Marketing and CRM, Strategy, and Supply Chain are available to support implementation.

For Further Information

Contact details will be given, or are available on the web site www.cusotmerwise.org.uk

The Customer Wise Audit

This Audit looks at how your business is currently meeting the expectations of your customers and evaluates the processes you have in place.

The customer expects: -

1. To **make contact** with the business and get a satisfactory outcome.
2. To be **served by a person who is knowledgeable**, efficient, polite and helpful.
3. Every person within the business **to be aware of all previous contacts** through using ICT systems and databases, which show the current transaction and all previous contact.
4. The business to actively seek and **take notice of any feedback they give**, positive or negative, and take appropriate action to improve processes. The customer expects to be thanked for the feedback.
5. The product or service to **be delivered or supplied quickly**, or delivered when the customer wants it.
6. The business to complete the transaction as promised and for a **person to contact them** to inform them of any unforeseen delays or problems.
7. To **take an interest in them**, by undertaking market intelligence about the types of products and services they might buy.
8. A business **to change with the times** and to be future proof by continuously improving their services and processes.
9. The customer expects the person they contact **to have discretion to fully serve them** without unnecessarily referring them to others, this includes giving a refund.
10. The business to have a **good reputation** in the way they deal with their customers, staff, other businesses and the community at large.

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