

THE CUSTOMER FEEDBACK PROCESS



STEP 1: Identify Customers

A list of all customers and salespeople/account managers should be maintained. Start with the largest customers first.

STEP 2: Schedule Feedback Interviews with Customers

Schedule the feedback session with the appropriate customer. Feedback sessions should be scheduled every six months and/or after a major deliverable. When scheduling an initial interview with a customer, the questions that will be asked can be forwarded to the customer in advance of the interview. In addition, the biography or resume of our executive conducting the feedback interview can also be forwarded to the customer. Schedule the session in the customer's office for 30 minutes.

STEP 3: Pre-brief Our Executive Prior to the Customer Feedback Session

Our salespeople/account managers should pre-brief our executive prior to the feedback session with our successes, problems and issues and with the personality type and other personal and professional information about the customer being interviewed.

STEP 4: Conduct the Customer Feedback Session

Ask the six questions shown on the customer feedback form (Page 2).

STEP 5: Provide a Verbal or Written Debrief of the Feedback Session to the Appropriate Salespeople or Account Managers

This debrief should be conducted within 24 hours if possible. If there are significant issues, inform other appropriate company executives.

STEP 6: Report Results in Writing to the President

Provide a report to the President within one week of conducting the feedback session.

STEP 7: Disseminate the Results to Workforce as Appropriate

The results of the customer feedback session should be disseminated as widely as possible within the company. All feedback, except negative feedback about individuals, should be included.

STEP 8: Take Corrective and Preventive Action

Corrective or preventive action should be taken, as necessary, in response to problems that are identified in customer feedback sessions.

STEP 9: Follow Up With The Customer

Follow up with the customer concerning any action items that resulted from the customer feedback session, including problem areas, opportunities for expand, cross selling and referrals.

CUSTOMER FEEDBACK FORM

CUSTOMER

INTERVIEWER

DATE

1. What do we do well? _____

2. What aren't we doing well? _____

3. On a scale of 1-10, how likely is it that you would recommend us to your friends and colleagues?

4. What is your biggest current problem? _____

5. What kind of requirements will you have in the near future to which we could respond?

6. Are there other organizations that could use our services/products? Could you refer us?
