

## **Monitoring customer service**

Each business has their methods to monitor their customer service depending on the type and size of the business. It is done to know what their customers think of the service or product they provide whether it needs to remedy problems or introduce improvements. The most common methods used to monitor customer service are:

### 1. Informal customer feedback

This type of monitoring is a quick and easy way to get feedback from the customers. This is mainly done when a customer finishes a meal and the waiter asks if everything is fine or by just checking if the reception does not have a waiting for too long and ensuring that the receptionists pass important comments back to the manager.

### 2. Customer questionnaires/comment cards

This type of monitoring is done mostly by asking customers to fill out a comment card in the end of the meal in restaurants or in retail shops if they have suggestions or comments. This is used mainly because the employee of the business may forget to pass on the comment to their supervisor or manager. Questionnaires are made in such a way that it should be ask feedback as well as provide useful information and people should not object to it. The questions which are provided are depended on the type of business it is. If it is a retail store it might ask about the price, range of products and its features, speed of delivery etc whereas other business which provide services might ask questions such as their range of service, speed of service, the quality of the service etc.

### 3. Staff feedback

This type of monitoring is used in all businesses. Most of the staff in a business works directly with external customers; therefore they can pass on comments to their manager or supervisor. Also staff are internal customers; as a result their own comments and views are important also. Such as if most or some of the staff are unhappy and leaving to work elsewhere, so the business regularly assess staff views by either asking directly, issuing questionnaires or by holding meetings with the staff association or group that represents their views.

#### 4. Mystery customers

This is used mainly by retail businesses. This method is most effective to check the level of service provided by the staff of their own stores and compare it with their competitors. They evaluate the service mainly by the following:

- Speed of service,
- The way in which the service was delivered,
- The attitude of the staff,
- The quality of the finished result.

#### 5. Complaints and compliment letters

Complaints made by customer, either on telephone, letter and online, depending on the type of business whether it is a product or service shows that there can be a problem in it. If many complaints are made for the same thing, it might be a serious problem, as a result the business might need to fix or improve or change the service or product depending upon the complaints made. Similarly, a card or a letter which thanks the staff for wonderful service or praises a product is to be treasured.