**Developing And Implementing A**

**Customer Service Plan**

**Create A Customer Service Plan**

You have been appointed by your executive team to develop and implement a ‘customer first’ program for your team/department over a six month period. You have been given two weeks to prepare a plan and present back to the executive team.

**What is your overall service objective:**

(i.e. what do you want to achieve from your “Customer First” program?)

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Some things you will need to consider:

|  |  |
| --- | --- |
| **How will you go about changing the culture permanently in your area?** |  |
| **How will you handle the negative people?** |  |
| **How will you motivate the people to make positive changes?** |  |
| **What evaluation methods will you put in place?** |  |

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**Customer Service Plan**

Customer Service Review of your team/department:

|  |  |
| --- | --- |
| **What does your team/department currently do well?** | **How can you develop these strengths?** |
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|  |  |

**Customer Service Plan**

List 6 ways in which you believe your team/department can improve its customer service.

|  |  |
| --- | --- |
| **Areas for Improvement** | **Ideas for Improvement** |
|  |  |
|  |  |
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|  |  |

Using the template on the following pages, take the areas of improvement for your team or department’s customer service approach that you would like to see improved. Identify who the customers that will be impacted are, then develop an action plan by recommending a change, outlining how you will do this, who is responsible, when the change will take place and how you will gather feedback for the change.

**Customer Service Plan – Idea 1**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |

**Customer Service Plan – Idea 2**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |

**Customer Service Plan – Idea 3**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |

**Customer Service Plan – Idea 4**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |

**Customer Service Plan – Idea 5**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |

**Customer Service Plan – Idea 6**

|  |  |
| --- | --- |
| **Areas for Improvement** |  |
| **Ideas for Improvement** |  |
| **Customers Impacted** |  |
| **How will you implement?** |  |
| **How will you gather feedback?** |  |
| **Who will be responsible?** |  |
| **When will the change take place?** |  |