

Customer Service Plan

The objective for Customer Services over the coming three years is to maintain the high level of service delivered to the current & evolving UCD user community, as well as developing a Customer Relationship Management model which is

- Consistent
- Of a high quality
- Continuously improving

Currently customer services focuses on the delivery and support of a specific product or service, while moving to a relationship management model will seek to understand how customers actually use those products and services. Relationship management will inform customer service strategies. It can also improve how customers experience IT through:

- Increased customer advocacy
- Communication
- Measurement of customer satisfaction

A well executed relationship management strategy ensures that the entire IT organisation is properly aligned around customer requirements and business processes. Relationship management & Customer Services strategy will encompass the following programme of work

- (1) Development & implementation of a Customer Relationship Management Model
- (2) Review of all existing support services
- (3) Measurement of services - performance monitoring and customer satisfaction
- (4) Support of new services and customer awareness programmes

1. Development & Implementation of a Customer Relationship Management Model

The aim is to develop a relationship model whereby we engage our customers beyond the "break and fix" type service to understanding how customers become aware of our services, how they interact with them and cultivate their feedback so their comments are fed directly into service development projects which aim to improve the customer experience. Projects

1.1 Review Customer Liaison structure

1.2 Introduce "Relationship Managers" at school level

1.3 "One to One Visits" (Project Phase 1 - Heads of School/ Institutes/ Units)

1.4 "One to One Visits" (Project Phase 2 - All Staff)

Sample Customer Service Business Plan

Raffaela Di Napoli



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