



Customer Care Best Practice Assessment

Customer care - do it right or don't do it.

Satisfaction with customer care – the service received before, during, and after a buying experience – is on the decline.

It's certainly not for lack of trying.

Despite the best intentions and the investment of billions of dollars, today's customer is often left wanting when it comes to an extraordinary customer care experience.

Customer care is a double-edged sword.

Done right, it is a tangible competitive advantage, nurtures unwavering customer loyalty, and produces a significant, positive ROI.

Done wrong, it's a costly sinkhole.

CCMC's Customer Care Best Practices Assessment is a platform for converting good intentions to better execution and increasing the ROI for your customer care efforts.

Relying on a library of cross-industry best practices and benchmarking data which have been acquired over three decades, this assessment provides strategic and tactical guidance for engineering excellence into your back office and front line customer care operations. Proven customer care best practices are borrowed, refined, and tailored to help conquer your people, process, technology, and measurement challenges.

CCMC's Customer Care Best Practices

Assessment can be used to benchmark the effectiveness of your contact center, retail locations, help desk, or any other touch points through which you serve customers.

The assessment is completed using a simple three-step process:

Step 1

A formal review of documentation describing current customer care policies, practices, and performance metrics is used to profile top-line customer care strengths, weaknesses, and ROI risk factors across all aspects of the operation, including people, processes, technology, and measurement.

Step 2

A site visit is conducted to provide an opportunity to observe customer care operations and monitor front line customer interactions in real time. One-to-one interviews with key customer care managers, staff, and stakeholders are also conducted to validate strengths, weaknesses, and ROI risk factors.

Step 3

CCMC's cross-industry best practices and benchmarking data are used to substantiate where current customer care activities are out of alignment with best practices.

A comprehensive *Best Practices Brief* is prepared and delivered in a round table briefing to summarize the key findings of the assessment and prioritize recommendations for aligning customer care strategy and operations with best practices.

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