



Customer Service

CUSTOMER SERVICE		
Service Tools	Definition & How to Use it	Marketing Options
Maintenance	Everything necessary to keep the product or service working for the customer. Repairing or upgrading equipment. Monitoring networks. Some may consider software upgrades maintenance.	<ul style="list-style-type: none"> Assist 3rd party sales & delivery partners to offer maintenance Build brand with momentum after repair is accepted by customer
Support:		
▶ Training	Self-paced or instructor-led courses that direct customers on how to use products & services.	<ul style="list-style-type: none"> Collect customer & buyer contact info Document needs & desires Deliver self-paced in many forms (online, CD/DVD, book, etc.) and use customer interaction options available
▶ Hotlines	A phone number, often toll-free, that reaches groups of people who can answer questions, resolve problems or direct customers to a remedy. The people should be well trained, have immediate access to most answers, and access to 2nd or 3rd tier of experts to help.	<ul style="list-style-type: none"> Categorize & track sources of problems Identify trends & feed to product development
▶ Manuals	Well organized pamphlets or books with instructions and answers for the customer. Should contain contact and other critical information. Coupons and special offers may be included.	<ul style="list-style-type: none"> Use unique phone numbers or emails to identify source of contact Include upgrade or referral offers
▶ Technicians	People trained and skilled on the application and use of specific products and services.	<ul style="list-style-type: none"> Canvass to learn what customers want Leverage knowledge to improve product performance

Some of the supplemental products and services available to improve the user experience are highlighted in the Table above.

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