

Customer Service Phases

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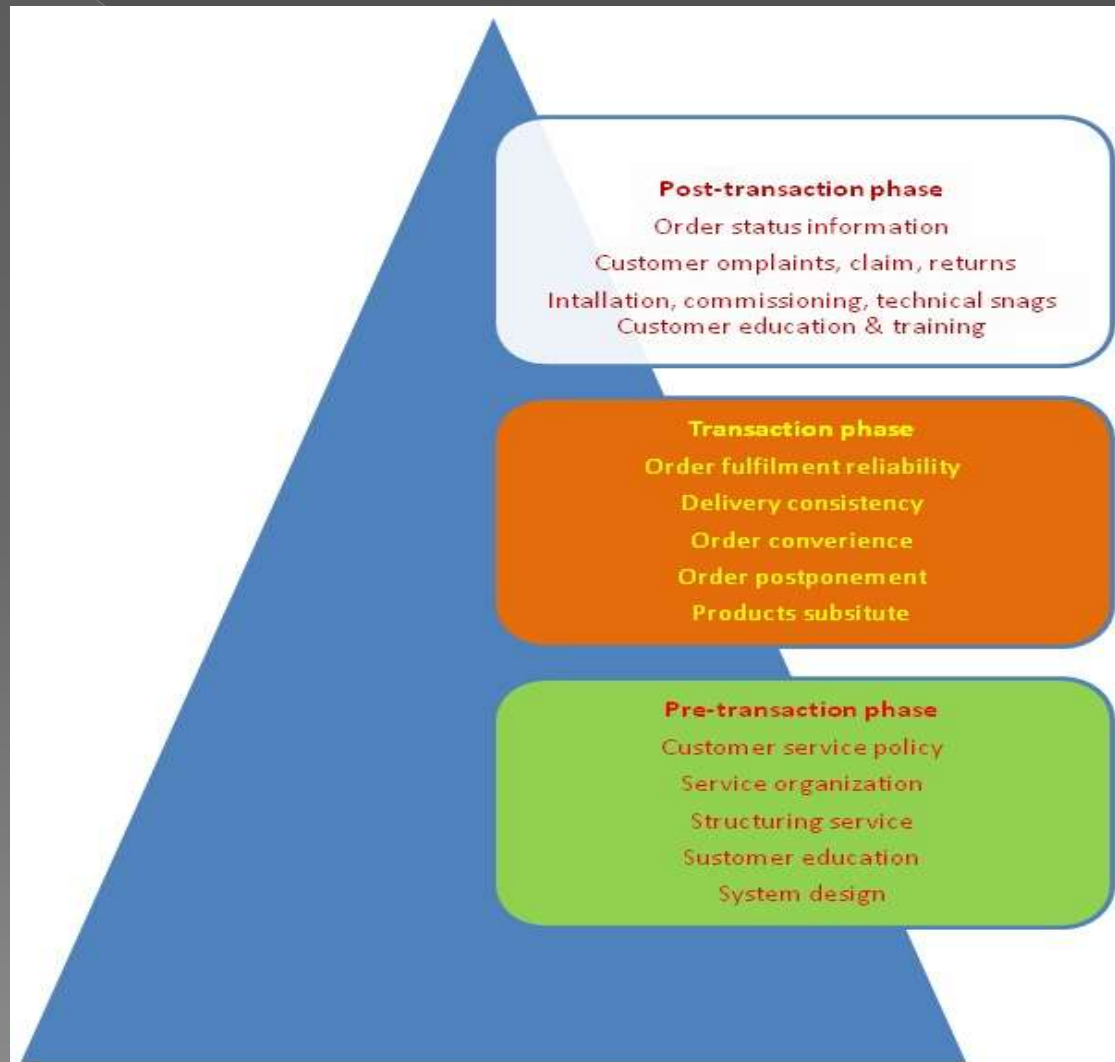
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Customer Service

- Customer service is the measure of how logistics is creating the time and place utility for a product.
- The meaning of customer service varies with the organization
 - For the product it is marketing and the transaction phase it is undergoing
 - For the buyer, looks for value for the money he is spending, while the seller, in delivering superior customer service, looks for the trade-off between cost and customer satisfaction.

Customer service depends on the phase of the transaction it is passing through. There are three phases associated with the exchange process.



Pre-transaction phase

- It is more related to policy for defining the service level and related activities in qualitative and quantitative terms. It is a non-routine activity.
- It gives the guidelines to the operating people regarding the dimensions and limitations of customer service activities of the firm.
- The pre-transaction phase is a creation of the service platform to serve the customer, so as to build credibility in the market and rate a good image among the existing and prospective customers.
- This is an important phase of the exchange process, which will help to mold the organization toward customer orientation and in turn influence the perception of the firm in the mind of the customer.

Important elements of the pre-transaction phase.

- ◉ Customer service policy statement in written form
- ◉ Organization building
- ◉ Structuring the service
- ◉ Customer education
- ◉ System design

<https://www.scmwizard.com/pre-transaction/>

Transaction phase

- ◉ Customer service during the transaction phase is associated with routine tasks performed in the logistics supply chain.
- ◉ These tasks need coordination for the entire system to be efficient and effective in delivering service to the customer per the desired standard.

Elements associated with the transaction phase:

- ◉ **Order fulfillment reliability**
- ◉ **Delivery consistency**
- ◉ **Order convenience**
- ◉ **Order postponement**
- ◉ **Product substitute**

<https://www.scmwizard.com/transaction-phase/>

Post transaction phase

- ◉ This phase releases primarily to customer satisfaction and building a long-term relationship with the customer.
- ◉ It involves the commitment of resources to offer the desired level of service.
- ◉ For service based products, post transaction phase is an important phase dependent, on the quality, which may make the image of a company in the minds of their customers.

Elements associated with the post - transaction phase:

- ◉ Order status information
- ◉ Customer complaints, claims, and returns
- ◉ Product installation, commissioning and technical snags
- ◉ Customer education and training

<https://www.scmwizard.com/post-transaction/>

Service Phases

- ◉ Meaning
- ◉ Different service phases
- ◉ Pre-Transaction
- ◉ Transaction
- ◉ Post-Transaction