







### **Customer Service Levels**

Do we consistently meet and exceed expectations?

How well do we solve the problems that our customers experience?

What service levels will give us a relative edge over our competitors?

How, and how quickly, are we using customer information?

### **Customer Response**

what did you like most/least about doing business with us?

What will you tell others about us?

How can we serve you better?

### **SUGGESTIONS**

Group (segment) customers based on service needs:

Companies traditionally group customers by industry or product, and then provide the same level of service to everyone within the group.

To improve customer satisfaction, customers should be grouped by distinct service needs and services should be tailored to each group.

Key Performance Indicators:

### **CUSTOMER SERVICE LEVEL**

The desired probability versus the actual percentage that product demand can be met from stock

expressed in a number of ways:

% of orders completely satisfied from stock

% of units demanded which are met from stock

% of units demanded which are delivered on time

% of time there is stock available

### **PERFORMANCE INDICATORS OF AVAILABILITY:**

stock-out frequency:

how long are you out of stock



how many times does demand for a specific product exceed its availability?

Fill rate:

how much of a specific product is available to satisfy customer demand

orders shipped complete:

how often customer demand is fully met.

### **OPERATIONAL PERFORMANCE**

speed:

order cycle time

flexibility:

ability to handle extraordinary customer requests

malfunction recovery:

contingency plans for recovering from service failures.

### **RELIABILITY PERFORMANCE INDICATORS:**

**ability to comply With**

planned inventory availability

operational performance

**capability and willingness to:**

provide accurate and timely customer logistical information

**commitment to:**

continuous service quality improvement.

### **QUALITY PERFORMANCE INDICATORS:**

Ability to deliver orders without errors and ship goods without damage.

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